■ Metro / A23
Vandolph, girlfriend hurt in car accident

■ Across / A17
EU condemns rights lawyer's killing

■ Entertainment / A36
Billy Crawford's 'Exorcist' movie straight to video

■ Business / B1
Investment perks costing gov't P229B

■Just Shop
A beauty special featuring Pops Fernandez

12M Filipinos living in extreme poverty–ADB

ABOUT 15.2 percent of Filipinos are trapped in extreme poverty and surviving on less than $1 (P56) a day, the Asian Development Bank said yesterday.

In a report titled "Poverty in Asia: Measurement, Estimates and Prospects," which covered the period 1990-2002, the Manila-based ADB predicted that developing Asia would

12M FILIPINOS/ A19

PHILIPPINE DAILY
INQUIRER
BALANCED NEWS, FEARLESS VIEWS

email: feedback@inquirer.com.ph

Friday, August 27, 2004 ★★★ 84 pages / 11 sections / vol. 19 / no. 261 P18

A PHILIPPINE Serpent Eagle remains defiant even after it was brought down by the strong winds of Typhoon Marce and captured by residents in Bayombong, Nueva Vizcaya.

MELVIN C. GASCON/PDI NORTHERN LUZON BUREAU

GMA prods solons on pork cut

President silent on her own pork

By Juliet Labog-Javellana and Carlito Pablo

LAWMAKERS may be in the thick of arguments over what to do with the pork barrel, but President Macapagal-Arroyo has jumped the gun and formally asked Congress to slash next year's Priority Development Assistance Fund (PDAF) by 40 percent.

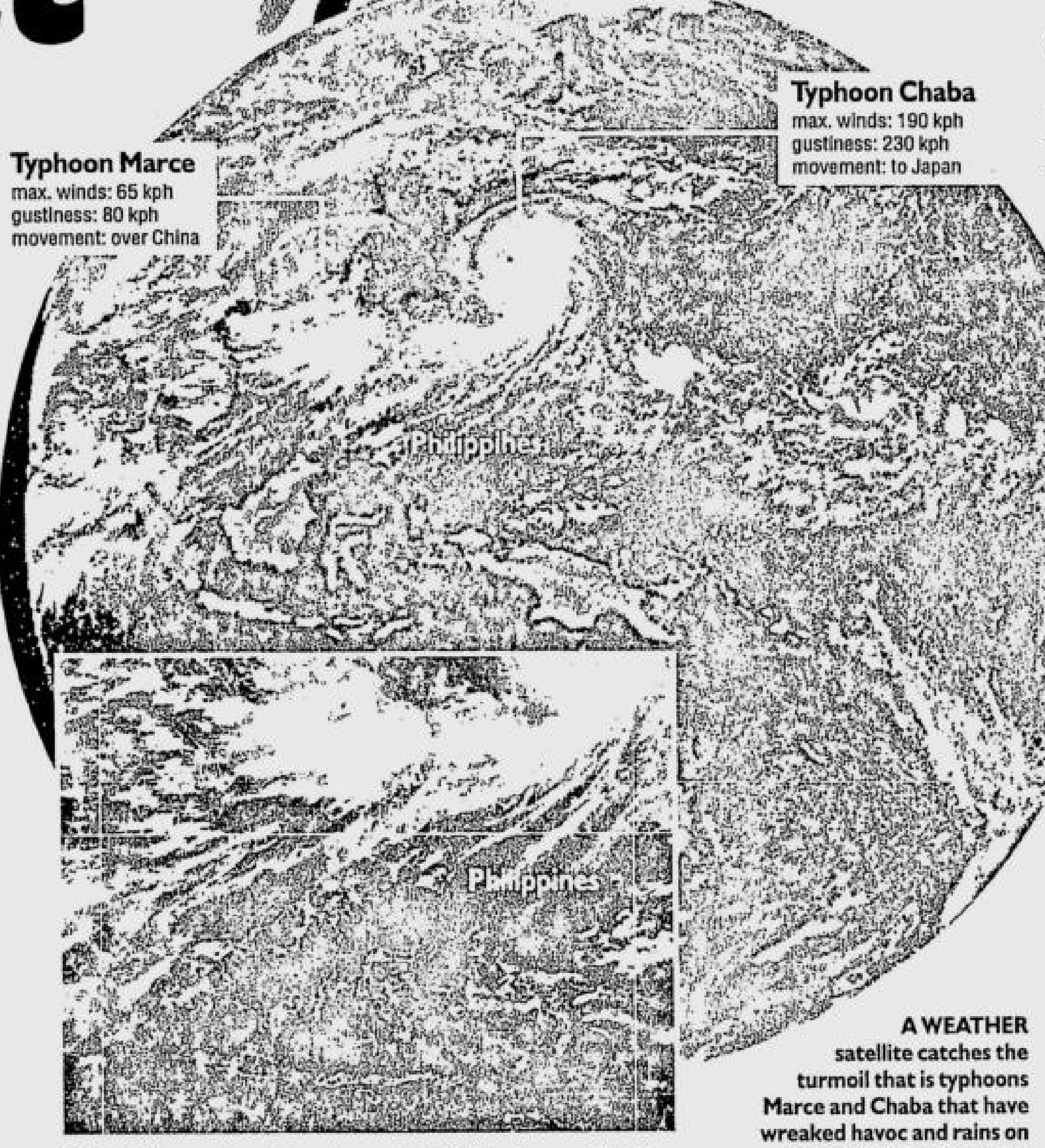
The reduction is contained in the proposed P907.1-billion national budget for 2005 that Ms Arroyo submitted to Congress on Wednesday. But Malacañang is silent on calls for her to give up her own pork barrel, the President's Social Fund.

"In view of the fiscal constraints the government is faced with at this time, the 2005 budget is proposing a 40-percent reduction in congressional allocation from 2003 levels," Budget Secretary Emilia Boncodin said..

Sen. Ramon Revilla Jr. is expected to file today a bill urging every member of the Senate to give up his/her entire PDAF of P200 million for next year.

"Our country is in desperate need of men who will pledge

GMA PRODS/ A22



A WEATHER satellite catches the turmoil that is typhoons Marce and Chaba that have wreaked havoc and rains on the Philippines this week.

INSET: Closeup of satellite photo of the Philippines and SE Asia

Pagasa expects more rains

TWO WEATHER disturbances hovered just past the Philippine area of responsibility yesterday but close enough to unleash monsoon rains that paralyzed Metro Manila and nearby provinces for the second straight day.

A weather bureau official said the country could still expect heavy rains over the weekend because of the *habagat* (southwest monsoon) but that the downpour may not be as intense as the one experienced on Wednesday.

As of 5 p.m. yesterday, Typhoon "Aere" (Marce when it was still within the Philippine area of responsibility) was spotted over mainland China, or 710 km northwest of Batanes.

Though already outside the country's borders, Aere enhanced the southwest monsoon on Wednesday, dumping record-high rainfall and forcing the suspension of classes and most of government operations in the capital.

A much stronger typhoon (international name: Chaba) was spotted 1,410 km east of Batanes with maximum winds of 190 kph and gustiness of up to 230 kph. It

PAGASA/ A20

Limits urged on subsidies, loans by gov't-owned firms

By Gil C. Cabacungan Jr.

CONGRESS wants to put an end to the freewheeling borrowings and subsidies of government-owned and controlled corporations (GOCCs) like National Power Corp. that have amassed about P2 trillion in debt, a veritable "black hole" in the government's finances.

Albay Rep. Joey Salceda (Lakas-Kampi) said he would file a bill that would implement far-reaching reforms that would instill more discipline in GOCCs.

These include removing the automatic guarantee provisions on GOCC borrowings, requiring all GOCCs to get prior approval from Congress before proceeding with any project that would entail borrowing more than P1 billion, and mandating the GOCCs to submit their annual budgets to Congress for scrutiny along with the national government's.

Salceda said that while the national government budget goes through Congress, the GOCCs need only to get the ap-

LIMITS/ A22

Heavy rains trigger floods, close roads

By Alcuin Papa *in Manila,* **the PDI Northern Luzon Bureau and PDI Central Luzon Desk**

SCHOOLS and government offices remained closed yesterday in Metro Manila and in Central and northern Luzon because of typhoon-induced weather that left at least eight people dead, scores injured and thousands displaced.

At least 38 people in Benguet were hurt when a bus bound for Baguio City fell off a 45.72-meter (150-foot) cliff in Sablan town.

Because of flooding and landslides, major roads in Central and northern Luzon were impassable.

Kennon Road, one of the major routes to Baguio, and the Halsema Highway, the city's link to interior Cordillera, were closed to traffic on Wednesday and Thursday due to landslides. Marcos Highway and Naguilian Road re-

HEAVY/ A20

GAL ROMA/HONG KONG NEWS

BABY Bueno greets mediamen upon her release from Tai Lam Prison Center for Women in Hong Kong.

Jailed ex-HK socialite now back in Manila

By Fe V. Zamora

SHE HAS kissed the high life goodbye "forever."

Former Hong Kong socialite Remedios Bueno-Coady, 49, once raised HK$1.3 million for charity. Now, she just wants to raise the living conditions of prisoners everywhere.

She says this advocacy was born in Hong Kong's Tai Lam Prison Center, where she spent almost seven years for the killing of her live-in partner, Swiss businessman Gregoir Weil.

To this day, she swears she is innocent. On Saturday, she was released for good behavior and immediately deported to Manila.

"I had it all—fame and fortune," Coady, known in the late 1970s here as fashion model Baby Bueno, told the INQUIRER. "I lived a Cinderella life. Now I realize that life is much more than that."

There are so many things that should be done for the inmates she left behind at Tai

JAILED/ A20

at's O
BABY BUENO'S
'Fashion Images '83
EXOTIC FOOD
A Twitch and
Turn Event

BABY Bueno on the cover of What's On in Manila magazine in 1983.

Subic road redesign favors Lopez group

By Gil C. Cabacungan Jr.

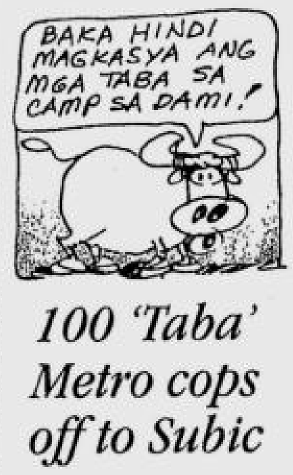
THE LOPEZ-CONTROLLED Manila North Tollways Corp. (MNTC) stands to gain from a proposal by the National Economic and Development Authority to interconnect the Subic-Clark-Tarlac-Expressway (SCTE) project with the existing North Luzon Expressway (NLE), according to the head of the Bases Conversion Development Authority (BCDA).

The BCDA is the proponent of the SCTE project.

"By forcing us to connect the SCTE with the NLE, the government would be coerced to yield operations to MNTC," BCDA president Rufo Colayco said.

"This could put us in a position of granting undue benefits and advantage to the private sector from a major infrastructure pro-

SUBIC ROAD/ A4



BAKA HINDI MAGKASYA ANG MGA TABA SA CAMP SA DAMI!

100 'Taba' Metro cops off to Subic

By Christian V. Esguerra

TABA!

Spelled out, the tag reads "Tamad, Abusado, Bastos, Ayaw-madisiplina (lazy, abusive, discourteous, indisciplined)." It is being slapped on rogue and inept Metro Manila policemen who will be banished to a retraining camp for a month

100 'TABA'/ A4

E-mail: pr_news@inquirer.com.ph
Text us your feedback: inquirer news name/city/message to 2207 (Globe) or 283 (Smart)

WEATHER FORECAST

FORECAST: Luzon will experience occasional rains becoming frequent over Western Luzon. Western Visayas will have cloudy skies with scattered rainshowers and thunderstorms. The rest of the country will be partly cloudy to cloudy with isolated rainshowers.
SOURCE: PAGASA

COMPILED BY: RAY LEYESA, PDI RESEARCH/08/27/04

Metro Manila	Monsoon Rains	Iloilo/Bacolod	Partly Cloudy
Baguio	Monsoon Rains	Roxas	Monsoon Rains
Tuguegarao	Monsoon Rains	Cebu	Cloudy with Rains
Laoag	Monsoon Rains	Tacloban	Partly Cloudy
Clark Zone	Monsoon Rains	Gen. Santos	Partly Cloudy
Tagaytay	Monsoon Rains	Zamboanga	Partly Cloudy
Legazpi	Monsoon Rains	Cagayan de Oro	Partly Cloudy
Calapan	Monsoon Rains	Davao	Partly Cloudy

Gov't drops raps vs MILF leaders to speed up talks

By Alcuin Papa

THE GOVERNMENT has dropped charges against Moro Islamic Liberation Front rebels blamed for the bombing of the Davao City airport and wharf last year which killed 38 persons and injured hundreds, an Armed Forces of the Philippines information update said yesterday.

The justice department dismissed the case last week against 185 MILF guerrillas charged in the March 4, 2003, bombings in a bid to speed up the peace talks with the rebels, the AFP Public Information Office said.

The Davao regional prosecutor had earlier conducted a reinvestigation of the case and decided to pursue the charges against the accused but then Acting Justice Secretary Merceditas Gutierrez decided to dismiss it.

"The case was recently dismissed by the DOJ when this was elevated to their level, citing the primacy of the peace process and the independent reports of the Maniwang Commission and the In Peace Mindanao group which said that there was a lack of incriminating evidence against the accused," the AFP update said.

Among the MILF leaders charged in the bombings were the group's deceased chieftain Salamat Hashim, current chair Al Haj Murad, vice chair Ghadzali Jaafar, spokesperson Eid Kabalu and Benjie Midtimbang, a member of the rebel panel overseeing the ceasefire.

The dropping of the charges was one of two demands made by the MILF in the last exploratory peace talks.

The other issue was the withdrawal of government troops from the Buliok complex in Cotabato, a former MILF stronghold that was overrun by the military in February 2003.

The AFP update said the military had completed the withdrawal from Buliok last month. The troops deployed there had been moved to Pikit, Cotabato, it said.

A new round of exploratory talks between the government and the MILF was supposed to have been held last week. But Malaysia, which is acting as a mediator, has yet to set a date for the resumption of the talks.

Teresita Quintos Deles, the government's chief peace negotiator, earlier said the peace talks remained on track despite clashes earlier this month.

She said the talks had not been postponed, contrary to MILF spokesperson Eid Kabalu's claim that the negotiations had been pushed back.

"There is no postponement but no date has been set by Malaysia. We are very hopeful the date will be set within the next few weeks," said Deles on government television.

Kabalu had earlier said the talks were to have started in Kuala Lumpur this week but were postponed following clashes in which a soldier and two rebels were killed last week.

The military said the troops were ambushed by rebels as they were checking on a reported shooting. It accused the MILF of violating a truce signed last year.

Cops brace for violence in light of crisis

PHILIPPINE National Police Director General Edgardo Aglipay said the PNP has prepared an elaborate security plan in anticipation of possible criminal violence and street unrest arising from the country's worsening financial crisis.

"Whatever the administration decides on, we will support it to the fullest," said Aglipay at a press conference yesterday.

President Macapagal-Arroyo admitted on Monday that the country was now "in the midst of a fiscal crisis" because it was experiencing difficulty in financing its expenditures and managing its debt, and sought to rally public support for the government's tax reform and cost-cutting measures to address the crisis.

Some sectors feared the Philippine situation was approaching the experience of Argentina whose economy collapsed in 2001, triggering an outbreak of street violence that resulted in the death of 25 people.

Aglipay said the PNP has several crowd-dispersal units, experienced in dealing with mass actions like those that occurred during the Estrada and Davide impeachment cases and the May 10 elections.

The PNP chief has classified the country into "residential" and "common" zones, to ease the pressure on the 115,000-strong PNP in providing nationwide security.

The PNP chief said he was leaving it up to community leaders organized by local police to secure the residential zones—villages, squatters areas and barangays.

"We will just visit them and ask them what their problems are and we will help them solve it. If they cannot do it, we will assign policemen in the area or include (the area) in our patrol coverage," he said.

By identifying residential zones, Aglipay said the PNP could provide ample 24-hour security in the common areas—shopping malls, schools, churches, public markets and other densely populated areas.

Aglipay said he wants to increase police visibility so that a citizen would feel safe from the moment he leaves home in the morning, attends school, Mass or goes to a nightspot, and returns in the evening. *Christian V. Esguerra*

'RP did right thing in pulling out of Iraq'

IRAN yesterday said it agreed with the Philippines' decision to withdraw its troops from Iraq to save the life of a Filipino truck driver who had been taken hostage by Iraqi insurgents.

Visiting Iranian Foreign Affairs Minister Kamal Kharrazi told Foreign Secretary Alberto Romulo the decision was a "correct, courageous and timely" act, according to an official who was present at the meeting yesterday between the two officials.

"It was the right decision in the interest of the nation," Kharrazi later told reporters.

The Philippines had been roundly criticized by the United States, Australia and other allies for giving in to the demand of the insurgents who kidnapped Angelo de la Cruz. The country withdrew its token 51-man humanitarian contingent from Iraq a few weeks ahead of schedule.

Kharrazi, whose government opposed the US-led war on Iraq, arrived here Wednesday for an overnight visit. He was to leave late Thursday.

In a joint statement yesterday, Romulo and Kharazzi said they discussed the "geopolitical situation" in Iraq and the measures being taken to obtain a lasting peace and address socioeconomic challenges in the Middle East.

"We renewed our pledge to assist in the efforts of the sovereign government of Iraq to rebuild the damaged infrastructure and return peace to the country," the joint statement said.

In late June, the US-led multinational force turned over sovereignty to the Iraqi interim government.

According to the joint statement, Romulo and Kharrazi also "stressed the need to strengthen the nuclear nonproliferation regime as well as Iran's right to use nuclear technology for peaceful purposes."

The US strongly suspects that Iran, which has signed the global non-proliferation accord, is secretly building nuclear weapons.

But Kharrazi told reporters that Iran was not developing nuclear weapons and was pushing for a nuclear-free Middle East.

"Our nuclear technology is only for peaceful purposes . . . for producing energy, for use in medicine, agriculture. And this is under the auspices of the United Nations," he said.

Kharrazi and Romulo also agreed to improve bilateral and trade ties, noting that relations have been warm since they were established 25 years ago.

The statement said the two countries plan agreements to develop their petrochemical industries, establish a joint business council and boost bilateral investments.

Iran is a key source of oil for the Philippines and serves as a transshipment hub to Central Asia.

Iran also promised to support the Philippines' bid for observer status in the Organization of the Islamic Conference and the country's pursuit of a peace accord with Muslim separatist rebels in Mindanao.

Iran is a member of the OIC which is also helping to broker the peace talks.

Iraq also asked for an update on the peace talks with the Muslim insurgents. *TJ Burgonio*

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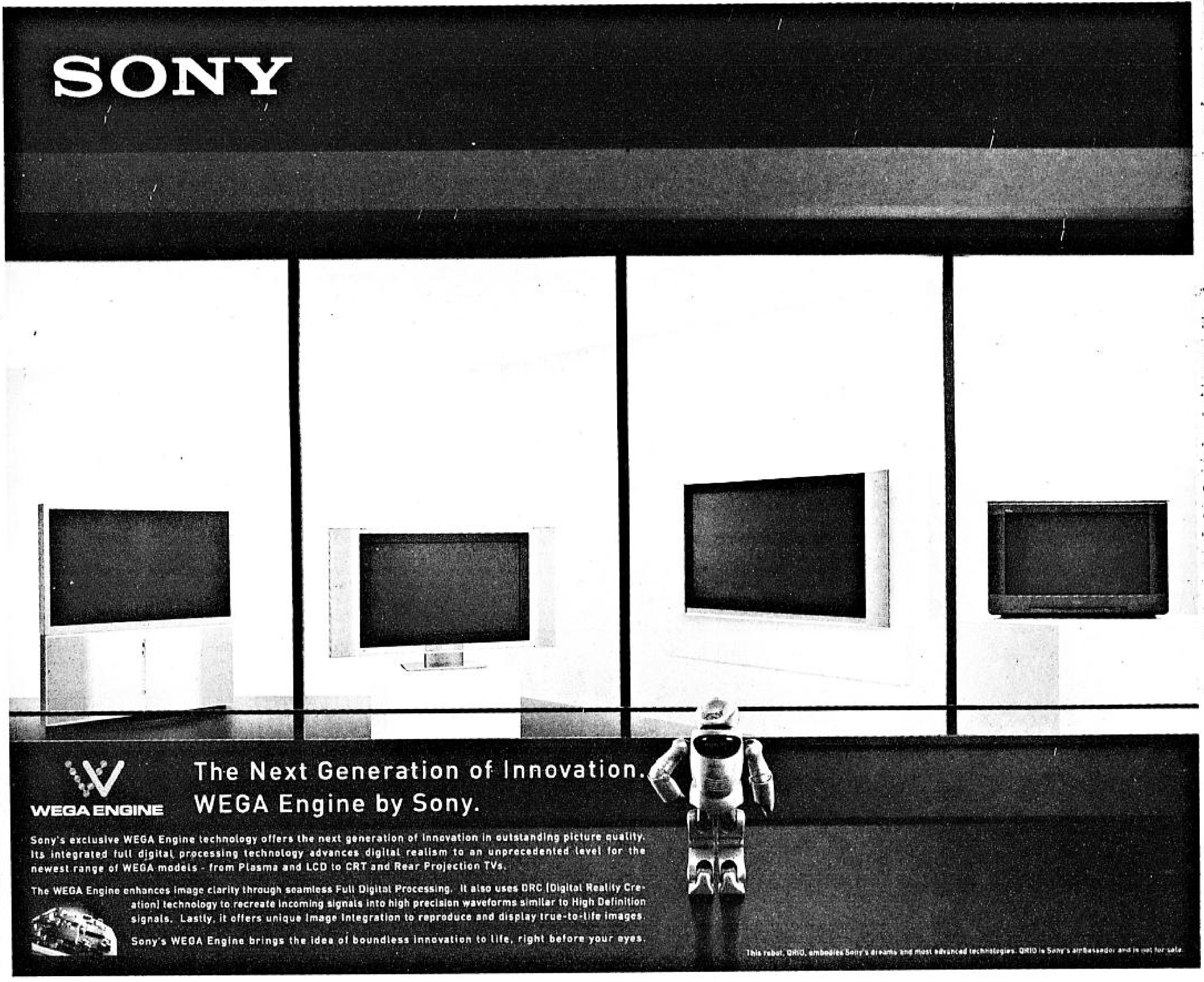

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"Hello hair-free, whiter underarms!"
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MAKATI ORTIGAS QUEZON CITY [illegible] ALABANG [illegible] CONGRESSIONAL PAMPANGA CEBU

Subic road redesign favors Lopez group

From page A1

ject whose investments were shouldered solely by the government," Colayco said.

Socioeconomic Planning Secretary Romulo Neri acknowledged that MNTC would automatically take control of the toll operations of the 94-km SCTE if it was redesigned and linked up with the 84-km NLE based on the terms of MNTC's toll operations deal with Philippine National Construction Corp. (PNCC). The deal runs through 2030.

MNTC spent $371 million (mostly in government-guaranteed foreign loans) to rehabilitate the NLE, which runs from Balintawak, Quezon City, to Sta. Ines, Pampanga.

The tollway group is 64.3-percent owned by First Philippine Infrastructure Development Corp. of the Lopez family, 20 percent by PNCC and 15 percent by Egis Projects.

In an interview with the INQUIRER, Neri said he had already discussed the linkage of the yet to be built SCTE and the NLE with MNTC president Jose de Jesus, who expressed full support for the proposal.

De Jesus said in a statement that connecting the NLE with the SCTE made a lot of sense "because it would mean seamless travel."

Formal negotiations for the link-up, however, had yet to start, according to MNTC spokesperson Marlene Ochoa.

Neri suggested linking the NLE and the SCTE in a letter to the BCDA on Aug. 16. He reiterated his call for a redesign and rebidding of the superhighway that would link Clark and Subic, the two former American military bases in Central Luzon.

In his letter to Colayco, Neri said the BCDA should "explore anew the possibility of connecting the project to the existing North Luzon Tollway."

Neri said the redesign of the project should be made with "the end view of reducing the total project cost without sacrificing the intended benefits of the project."

He explained that a connection would cut the SCTE's length by 5 km to 89 km as originally designed for the project.

While Neri cited cost-savings for the link-up, the assumption by MNTC of the new superhighway's toll operations is likely to have a dire impact on the BCDA's ability to recover the money it spent on building the SCTE.

The BCDA was planning to bid out the toll contract to get the money up-front and defray the cost of construction, which was being financed by a soft loan from the Japan Bank for International Cooperation.

But in his reply to Neri, Colayco said that reverting to the original design "would not produce any cost reductions" because the revised plan the BCDA was implementing "essentially has the same construction scope and content approved in the 2001 feasibility study."

Colayco explained that the revised alignment, which eliminated the direct connection to the NLE, "provides superior access to the proposed logistical hub in the airport and sub-zones."

"It is this reason which motivated our adopting the revised alignment more than concern over potential conflict with MNTC," Colayco said.

Aside from the link-up with the NLE, Neri proposed that the BCDA overhaul certain sections of the SCTE "to make the alignment more straight from Subic to Clark in order to shorten the roadway length and reduce the earthworks, thereby reducing project costs."

He said a more direct route would cut travel time by 15 minutes.

Bataan mountains

But Colayco argued that Neri's suggestion would make the SCTE cut through the Bataan mountains, specifically Mount Malasimbo (one of the range's tallest peaks), and that this would entail greater earthwork and require the use of very expensive elevated spans to run through deep gorges.

Also, Colayco said that a rerouting through the mountains instead of the foothills would force the SCTE to miss out on the ridership traffic from the Roman-Olongapo-Gapan highways at the Dinalupihan interchange.

Colayco said it would be incorrect to state that there would be no connection between the SCTE and the NLE because there would be a super road interchange to link both.

"But when we studied the project, we came to the conclusion that the original plan did not adequately exploit the potential benefits that Clark would obtain from the expressway," he said.

White elephant

Colayco said the SCTE's revised design provided the "most efficient possible access to the planned logistics hub to be developed in Clark." It would also provide the economic spark to erstwhile white elephant projects such as the "bridge to nowhere" in the Sacobia valley and the idle Centennial Expo.

Neri and Colayco had been at loggerheads over the SCTE project after the National Economic Development Authority (Neda) chief called for a rebidding nearly five months after the BCDA started negotiations with a Japanese contractor (which gave the lowest bid price for the project) to trim its offer further.

Colayco said the BCDA had successfully haggled with the Japanese proponent to slash the project cost from its initial offer of P27 billion to P22 billion. Continuing negotiations could further whittle down the project cost to P20.08 billion, the budget contract for the project approved by Neda.

The project is being funded by soft loans from the Japan Bank for International Cooperation.

Procedural lapses

Neri is insistent on rebidding the SCTE project because of alleged "procedural lapses" on the part of the BCDA, including changing the design and bidding out the project way above the P18.7-billion budget that Neda approved in 2000.

The project was only bid out in late 2003. Colayco said this was the reason for the cost increases and not the major changes claimed by Neri.

On Colayco's warning that a rebidding could rankle the Japanese government and its investors, Neri said he "can't blame them" for feeling bad about this.

"We have to do this the proper way. I don't want another Piatco in our hands," said Neri, referring to the Supreme Court's nullification of the $650-million contract involving the German airport operator Fraport for passenger terminal 3 at the Ninoy Aquino International Airport.

Neri also quashed allegations that he was pushing for a rebidding of the SCTE project because another local construction company had been coveting the contract.

Neri has come under fire for allegedly having double standards in approving major infrastructure projects.

In contrast to his stance on the SCTE project, Neda has been relatively lenient in approving the North Rail project, which would be built at nearly P1 billion per kilometer even before the Chinese contractor had submitted a detailed engineering design on the 32.1-km project that would run from Caloocan City to Malolos, Bulacan.

IN THE KNOW

Project description: The Subic-Clark-Tarlac Expressway aims to link the provinces of Pampanga, Tarlac and Zambales as well as major infrastructure projects in the area. It also seeks to integrate economic activities in the Subic Freeport and Special Economic Zone, Clark Special Economic Zone, Luisita Park in Tarlac and Bataan Technology Park.

The 94.5 km, 4-lane road network will consist of two major sections. The first, the Subic-Clark section, is 50.5 km long, while the second, the Clark-Tarlac section, is 44 km long.

The project will involve the construction of three major bridges on the Gumain, Pasig-Potrero and Sacobia-Bamban rivers and 36 other bridges. It will also include the construction of 14 interchanges, 13 overpasses, 51 underpasses and 218 culverts.

Funding: 85 percent, loan from the Japan Bank for International Cooperation amounting to ¥41.93 billion (approximately P21.40 billion using yesterday's conversion rate); and 15 percent, counterpart from Bases Conversion and Development Authority (BCDA). The loan bears an interest rate of 0.95 percent per annum and repayable in 40 years (10 years grace period).

Lead implementing agency: BCDA

Project duration: December 2001 - December 2009

Elapsed years: 2.67 out of 8 years (as of August 2004)

Sources: Websites of BCDA and of the Office of the President

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100 'Taba' Metro . . .

From page A1

starting next week.

Their number had reached 100 only three days after the change in leadership in the Philippine National Police.

PNP Director General Edgar Aglipay yesterday said the final list was still being prepared by the directors of Metro Manila's five police districts. "The policemen [they] have recommended [so far] are really lazy," Aglipay said in a press conference.

He said the Taba cops "will go through an extensive moral, spiritual, cultural and physical" reorientation in a mountainous facility in Subic, Olongapo, before they can return to active service.

Except for those facing criminal charges, the participants will receive their regular salaries while in the program.

It was in the same Subic facility that at least 200 Pasay City policemen were sent for retraining in 2002 following a bungled operation in which they killed a drug-crazed man and his 4-year-old hostage.

Repackaged

Aglipay launched the repackaged campaign against undesirable law enforcers in a desperate effort to arrest the dwindling level of public confidence in the force.

He said the idea was to get off the streets not only "kotong" or "hulidap" (extortionist) cops, but also those who seemed to have lost all motivation to do their job well.

. Apparently expecting a lot of the latter, the PNP is preparing a similar facility on Corregidor island.

Until there are enough centers to accommodate target re-trainees, the new PNP chief is also experimenting with an incentive program. He said cops who incur no absences for two months straight would each receive a new uniform set.

It looks like a great trade, considering that the P5,000 replacement clothing allowance is given every three years.

A policeman is issued a "general office uniform" (GOU) upon admission to the service. The set includes an overseas cap, blue polo, dark-blue pants with light blue piping, black socks and shoes, and a "comablue" uniform for training exercises.

Equalizer

During the press conference, Aglipay announced that he has required all police officers—from top officials to patrolmen—to wear the GOU at least for the next six months, the minimum term that President Macapagal-Arroyo has given him. He assumed the post on Wednesday.

Low-ranking cops seemed to like this. "It somehow bridges the gap between us and the bosses," one told the INQUIRER. It had been a while since PNP generals and colonels, or third-level officers, slipped into their GOUs, the required outfit in the first place.

Also ongoing is a physical exercise program. Aglipay proudly said cops who complete this one would be given a brand-new ... set of training clothes.

Wow.

Corrections

IN YESTERDAY'S issue, a story on Page A7 misstated the name of the geologist who warned of a potentially disastrous lahar slide in Pampanga. The geologist's name is Kelvin—not Kevin—Rodolfo.

* * *

IN THE BUSINESS section of the Aug. 25 issue, a photo caption on Page B1 misspelled the name of the president and CEO of Benguet Corp. The correct name is Philip G. Romualdez—not Rumualdez. He and outgoing Natural Resources Secretary Elisea G. Gozun signed a historic memorandum of agreement involving the use of ecotourism development as a means of protecting 10,000 hectares of pristine pine—not fine—forests in Benguet.

* * *

Readers may send their requests for correction of factual errors in writing to Gerry Lirio, city editor, Philippine Daily Inquirer, PDI Building, Chino Roces Avenue corner Muscardo Street, Makati City; fax Nos. 897-4793/94; e-mail addresses:glirio@inquirer.com.ph and daydesk@inquirer.com.ph.

Complaints about lack of fairness or objectivity may be sent to Raul Palabrica, readers' advocate, the same address and fax numbers as those of the city editor, and e-mail address:rpalabrica@inquirer.com.ph.

The New Quadrilles at Crosswinds Rise by Brittany Corporation

SWISS HOMES WITH A VIEW

Building on the success of Crosswinds' first set of quadrilles, property maverick Brittany Corporation opens its newest area—with the new Swiss quadrilles.

The new quadrilles are located at Crosswinds Rise, the property's latest hillside development. Following the contours of the hills, the new quadrilles are multi-level homes that come with a most interesting feature: a choice of two breath-taking views.

Enjoy the panoramic view of the surrounding hills on one side of the new quadrille and the vista of Crosswinds' expanse on the other. Spacious decks and large windows invite you to gaze on the scenery. You can also take in the view from the courtyard, a private open space right in front of the quadrille. The decks, windows and the courtyard serve as your viewing points right at home.

Designed by one of the country's top-tier architectural firms, Recio + Casas, the quadrilles follow the classic look of the Swiss chalets. Signature Swiss details can be found in the distinctive wood patterns, the overhanging eaves, and the pitched roof. The interiors are similarly Swiss in design. A "great room", the Swiss concept of a spacious, wide open living area provides for comfort—ideal for entertaining guests or spending time with the family.

Bedrooms at the upper level feature decks so you can wake up to a picturesque panorama of hills and open space, accompanied by the bracing pine-scented air. The attic is a functional area that can serve as a guest room, game room or a personal den.

Multi-tiered, following the hillside contours, with a courtyard upfront, and a choice of views, the new Swiss quadrille is an eye-catching weekend retreat—the ideal setting that makes life great.

Available in two-bedroom and three-bedroom units and are approximately 135 sq. m. and 165 sq. m. in floor area respectively. Packages start at Php 5.5 million.

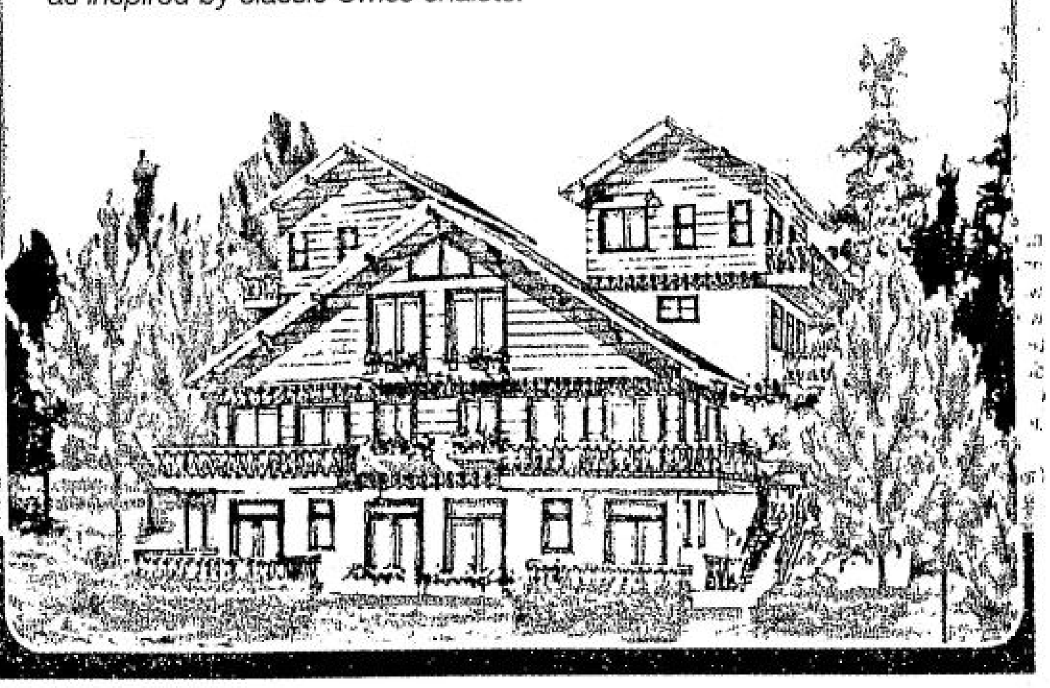
In Cedar Brooks, another area of Crosswinds, lots are available with cuts ranging from 450 sq. m. to over 1,000 sq. m. These lots are available for building individual chalets.

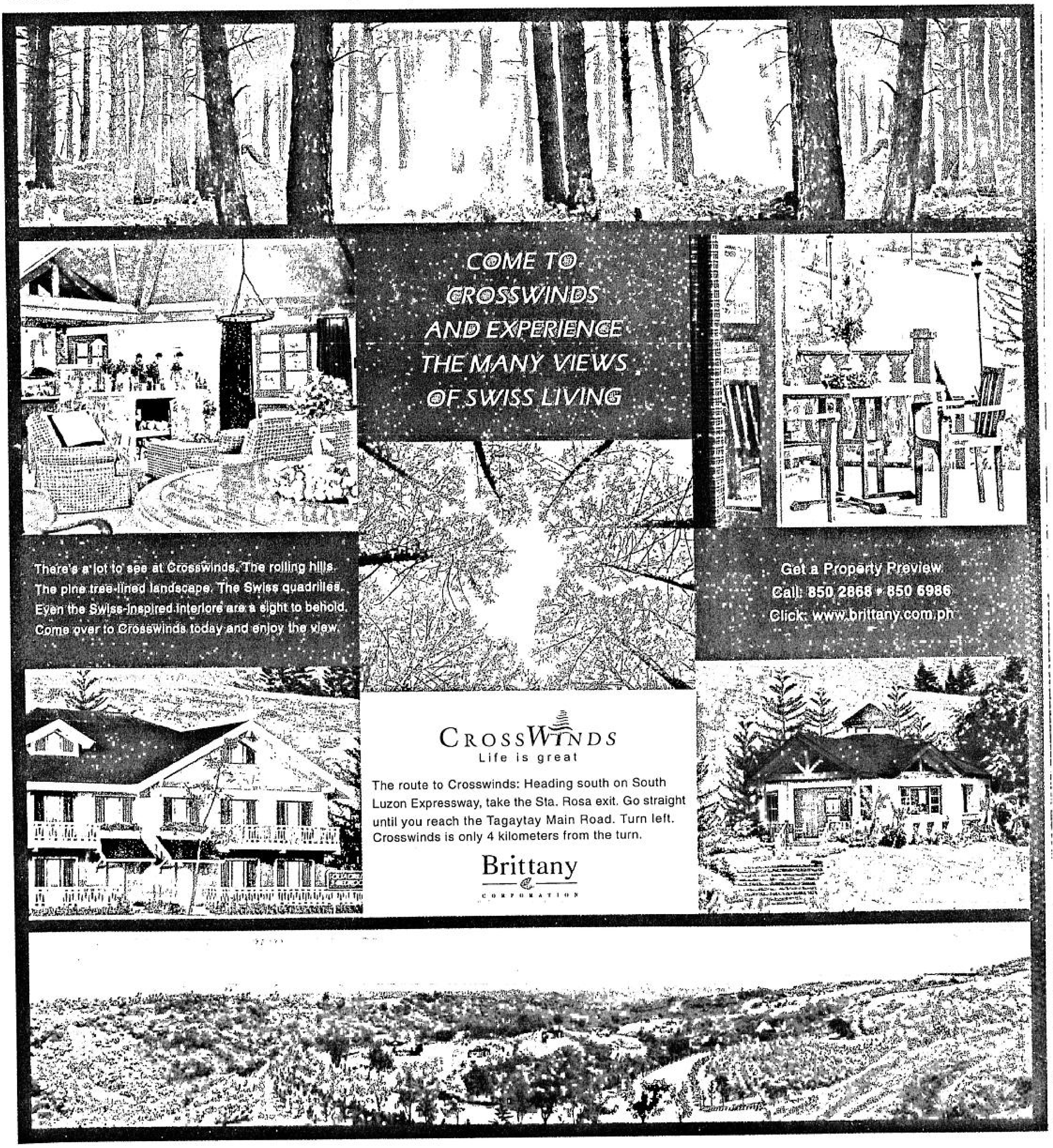
The original set of quadrilles sold out in a record pace of four months. Interest list for the new quadrilles is also quickly growing.

On August 29, Sunday, we'll show you the way to your home Swiss home.

From 10 a.m. onwards, we're putting out the welcome mat as we unveil the model home of the Swiss quadrille at Crosswinds, Tagaytay. Come over and enjoy the view or call for a Property Preview: **850 2868, 850 6986** or **850 3084**.

The new quadrille at Crosswinds Rise: a multi-level home on the hills, as inspired by classic Swiss chalets.





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China blocks Magsaysay awardee's trip to Manila

A RETIRED military doctor who blew the whistle on China's coverup of the SARS epidemic has been prevented from traveling to the Philippines to receive the Ramon Magsaysay Award, Asia's equivalent of the Nobel Prize, officials of the awarding organization said yesterday.

Chinese authorities refused to grant 72-year-old Dr. Jiang Yanyong travel papers and he will be represented at the ceremony on Tuesday by his brother, a spokesperson for the Ramon Magsaysay Award Foundation said.

The award, considered Asia's most prestigious prize, is named after popular Philippine President Ramon Magsaysay who died in a plane crash in 1957.

Jiang told The Associated Press in a telephone interview that he won't be making the trip to Manila to receive the honor because he still works for China's military.

JIANG

"Although I have retired, there are still rules that don't allow me to go abroad to receive awards," Jiang said by phone from his Beijing home.

"I just can't go," said Jiang, who received one of the seven RM awards this year for revealing the magnitude of the Severe Acute Respiratory Syndrome (SARS) in China last year, at a time when hospital officials were warned not to talk about the problem.

Jiang said he was "in very good health," but hurried to hang up the phone. He was detained on June 1 ahead of the 15th anniversary of the Tiananmen Square crackdown, after he wrote a letter urging Chinese leaders to declare the pro-democracy protests a patriotic movement.

"We were informed sometime ago that he could not make it (to receive the award) because he is still under some kind of house arrest," a foundation staffer said on condition of anonymity.

In the award citation, the foundation said that "in 2003, as the virus called Severe Acute Respiratory Syndrome swept unacknowledged into Beijing, he (Jiang) broke China's habit of silence and forced the truth of SARS into the open."

Jiang was already retired in early 2003 when SARS began to spread from its original habitat in Guangdong province to Hong Kong and beyond, it said.

Through contacts in Beijing's hospitals, he learned of the alarming number of SARS cases and deaths in the capital. Yet, as the threat of an epidemic mounted, Beijing hospital officials were warned not to speak about it for fear of disturbing important national meetings.

Jiang wrote to the press, revealing the true figures, "and at great risk, signed his name. Other Chinese doctors and the World Health Organization corroborated his revelations and the news spread around the world," helping to contain a global epidemic.

"A small dose of truth can sometimes make all the difference, especially in societies where speaking out is not the norm," the citation read.

AFP and AP

THE DAILY GOSPEL

Friday, August 27, 2004
21st Week in Ordinary Time

1st Reading: 1 Cor 1:17-25
Gospel: Mt 25:1-13

Jesus said to his disciples, "This story throws light on what will happen in the kingdom of heaven. Ten bridesmaids went out with their lamps to meet the bridegroom. Five of them were careless while the others were sensible.

"The careless bridesmaids took their lamps as they were and did not bring extra oil. But those who were sensible, brought with their lamps flasks of oil. As the bridegroom delayed, they all grew drowsy and fell asleep.

"But at midnight, a cry rang out: 'The bridegroom is here, come out and meet him!' All the maidens woke up at once and trimmed their lamps. Then the careless ones said to the sensible ones: 'Give us some oil, for our lamps are going out.' The sensible ones answered: 'There may not be enough for both you and us. You had better go to those who sell and buy for yourselves.'

"They were out buying oil when the bridegroom came, and those who were ready went with him to the wedding feast, and the doors were shut.

"Later the rest of the bridesmaids arrived and called out: 'Lord, Lord, open to us.' But he answered: 'Truly, I do not know you.'

"So, stay awake, for you do not know the day nor the hour."

Commentary

TODAY'S reading is giving us the same lesson as yesterday's: wakefulness.

When I'm asleep I don't know what's happening. If I walk in my sleep I don't know where I'm going, nor why; I'm capable of stepping through a window to my death. What then if my waking life is also a kind of sleeping? What if my fits of anger and fear, and the non-stop craving in my life, are just like wheels turning by themselves, with no one in charge? People only have to press the right button and there's my anger; press another and I cringe with fear; show me an advertisement and I buy a product I don't need. I'm a machine, reacting to stimuli, not a conscious being responding to life. Or, to say it another way, I'm sound asleep.

No one could like those wise bridesmaids in today's parable, I think. They remain awake all right, but they are not the kind of people you would go to if you had a problem. Some "good" people are like that. But this is to misread the parable, which is a parable and not an allegory. An allegory has points of application all along the line, but a parable has only one point. The point of this one is the need to stay awake. (It would be wrong to apply it in other ways: for example, to deduce from it that we shouldn't help people who are in need, if it's their own fault.) The meaning of the parable is in the last line, "Stay awake!"

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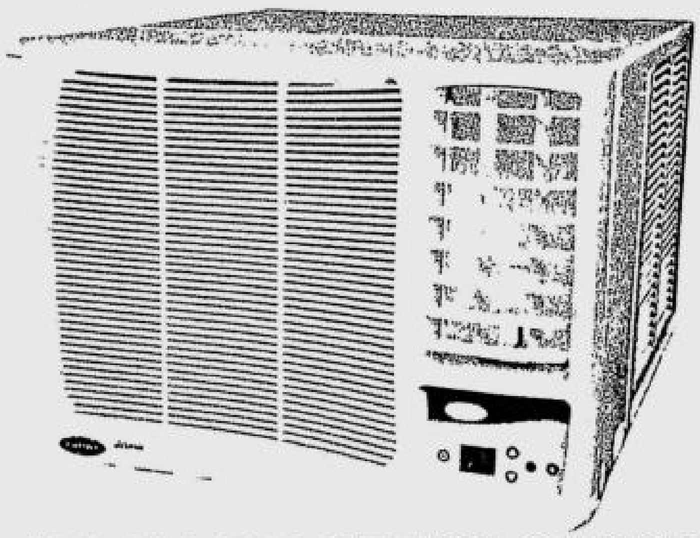

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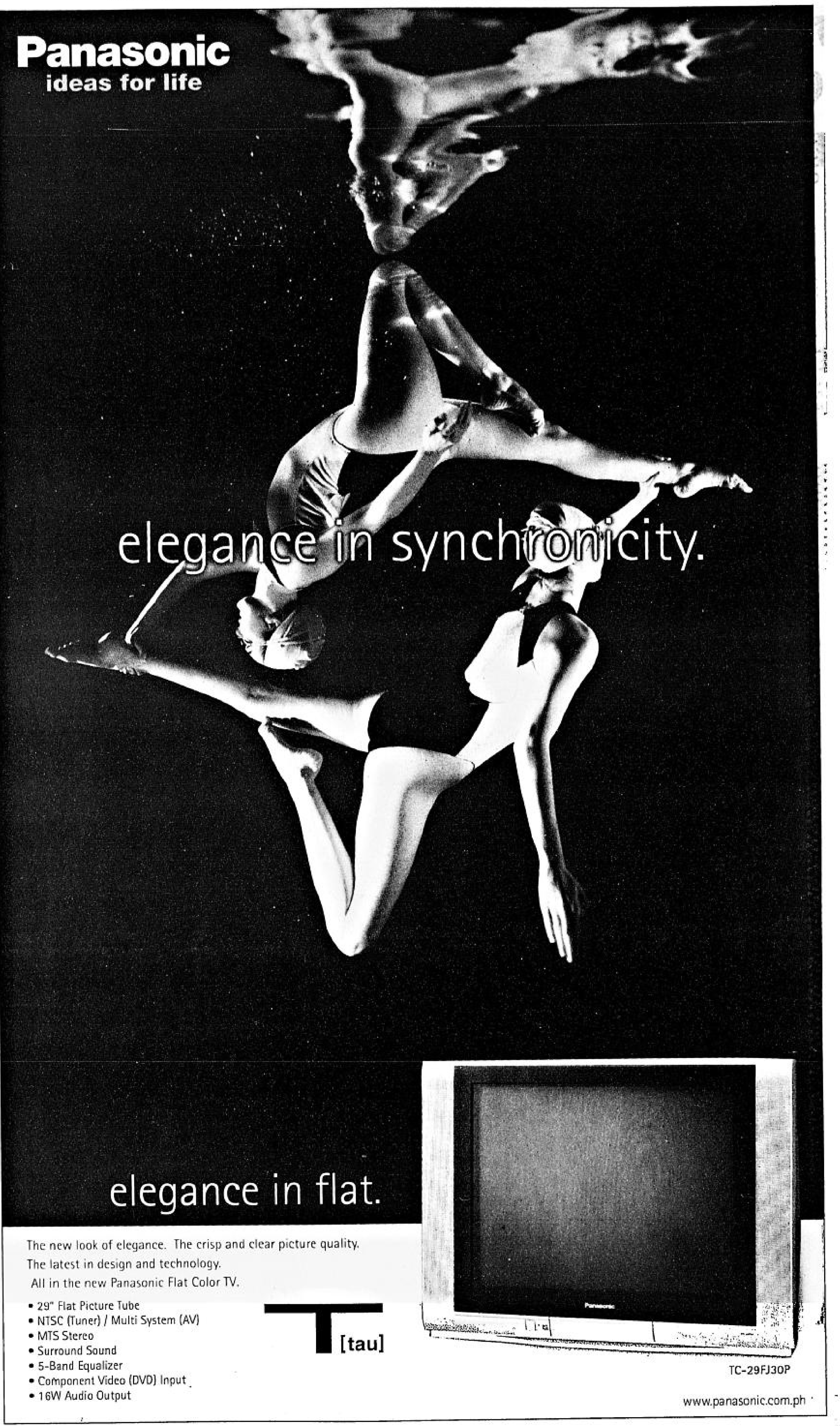

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Civilians to take over troubled pension fund, says defense chief

By Alcuin Papa

THE CASH-STRAPPED Armed Forces of the Philippines-Retirement Separation Benefits System (AFP-RSBS) will be replaced with a civilian-run insurance system to make it more profitable and responsive to the needs of active and retired military personnel.

This was announced yesterday by Defense Secretary Avelino Cruz Jr. in a speech at the Manila Overseas Press Club.

"We need professionals with management experience and background in the insurance system, experts who can make the fund larger and more profitable. The Insurance Commission and the Bangko Sentral ng Pilipinas would be acting as the watchdogs of its operations," Cruz told reporters.

Cruz said he had discussed the idea with Sen. Rodolfo Biazon and Rep. Roilo Golez, chair of the defense committees in their respective chambers, who said it was a "good idea."

The proposal effectively means that active and retired military officials in the RSBS will have to be replaced.

But Cruz added that his plan would need the necessary legislation. "We have proposed a law to professionalize it and take the Department of National Defense out of its management. We will need a legal framework for this to outline the necessary policies."

Of this year's P55-billion AFP budget, P9.5 billion will go to the pensions of retired military personnel, a responsibility that should have been shouldered by the RSBS. The amount should have been P14 billion but the AFP was only able to allocate P9.5 billion.

Earlier, AFP Chief of Staff Gen. Narciso Abaya, who chairs the RSBS board, admitted the agency had fallen short of its mandate to provide soldier's pensions and other financial assistance. The RSBS was supposed to be self-sustaining after its creation.

In a Senate hearing on Tuesday, officials of the RSBS admitted that the pension plan was "losing money."

The Senate's committee on national defense and security is investigating the RSBS for allegedly entering into anomalous transactions in the past.

The Office of the Ombudsman said it was expanding its investigation into the alleged misappropriation of RSBS funds to include former retired military officials and top military officials.

The Ombudsman has filed 148 counts of estafa through falsification of public documents against retired Brig. Gen. Jose Ramiscal Jr., Capt. Perfecto Quilicot and lawyers Menrado Enrique Bello and Manuel Satuito. All accused have pleaded not guilty to alleged misuse of some P167.62 million in RSBS funds.

Wounded Pinoy engineer 'up and about'

THE FILIPINO engineer who was shot and wounded in an ambush in Mosul, Iraq, on Sunday that killed his three companions was "up and about," foreign affairs officials said the other day.

Danilo Pasia, a telecommunications engineer for the German conglomerate Siemens, remained confined at the Al-Jumahiri Hospital in Mosul, a northern city in Iraq, where he was treated for bullet wounds in the right arm.

The 50-year-old engineer from Mandaluyong City was scheduled for surgery Monday.

"The embassy in Baghdad managed to talk to Pasia and said that he's up and about. It seems that he's OK based on reports coming from the embassy," said Gilberto Asuque, foreign affairs spokesperson.

Asuque could not say, however, if the surgery pushed through, adding that Charge d'Affaires Ricardo Endaya was on his way to Mosul "to check on the progress of his recovery."

Officials could not say if Pasia would be repatriated soon. "That's up to him. What we're concerned about now is his physical recovery," Asuque said.

Pasia, an Indonesian engineer and their two Iraqi security escorts were in a car and traversing a bridge in the Al-Ridai neighborhood when they were fired upon at around 6 p.m. Sunday. The Indonesian and the Iraqis were killed.

Another car carrying translators also employed by Siemens managed to speed off.

Officials could not provide details about Pasia's entry into Iraq and length of stay there. The engineer left Manila last March.

The Philippine government has imposed a ban on the deployment of workers to Iraq after Filipino truck driver Angelo de la Cruz was taken hostage by a shadowy group of Iraqi militants last month.

Manila has forged agreements with Kuwait, Jordan and Saudi Arabia to stop Filipino truck drivers from crossing their borders into Iraq.

TJ Burgonio

'Running priest' to sue tobacco company over brother's illness

By Blanche S. Rivera and Ronnel W. Domingo

ATTENTION all victims of smoking.

"Running priest" Fr. Robert Reyes is asking all Filipinos who have developed tobacco-related diseases to join him in a class suit against tobacco giant Philip Morris.

Speaking at a workshop of antitobacco advocates from 13 countries, Reyes urged those who became ill from smoking to join him and his ailing brother in their fight against tobacco companies.

"This is our advocacy. Those tobacco companies should be held responsible for what they did to my brother and everyone who got sick because of their products," Reyes said in a press conference at the Hotel Intercontinental Wednesday night.

In May, Reyes filed a P500,000-damage suit against Philip Morris before the Makati Regional Trial Court, saying his brother Vincent Reyes, a smoker, developed lung cancer because of the company's products.

He said his brother Vincent, 46, had been smoking since he was 14 years old and now had cancer that had metastasized to his bones and brain.

Vincent is among the 33 percent of Filipinos who smoke, many of whom started smoking before the age of 15. Worldwide, smokers start the habit as early as 10 years old.

In solidarity with cancer victims, Reyes will run today from the Hotel Intercontinental in Makati City to the Philip Morris plant in Sto. Tomas, Batangas, to push for the ratification of the Framework Convention on Tobacco Control, the first international convention on public health.

Reacting to the run, the spokesperson of Philip Morris Philippines said Father Reyes was well within his rights.

"Regarding a possible class suit against us, we would address that in the proper forum," Dave Gomez said.

Gomez said Philip Morris would only comment when the case had been filed and summons issued.

The Philippines enacted into law last year the Tobacco Regulation Act, which imposes stricter rules on the packaging, advertising and sale of cigarettes and other tobacco products.

The Philippines is expected to be among the first 40 countries in the world to ratify the FCTC.

The ratification of 40 countries is needed to make the FCTC a legally binding treaty. The FCTC seeks to significantly reduce deaths worldwide due to tobacco-related illnesses and enforce strict rules on the advertising, packaging and sale of tobacco products.

Health Undersecretary Alexander Padilla said the FCTC was with the Department of Foreign Affairs and should be passed on to the Senate for ratification soon.

The Philippines, through Health Secretary Manuel Dayrit, signed the FCTC during negotiations initiated by the World Health Organization last year. The country was one of 168 that signed the FCTC.

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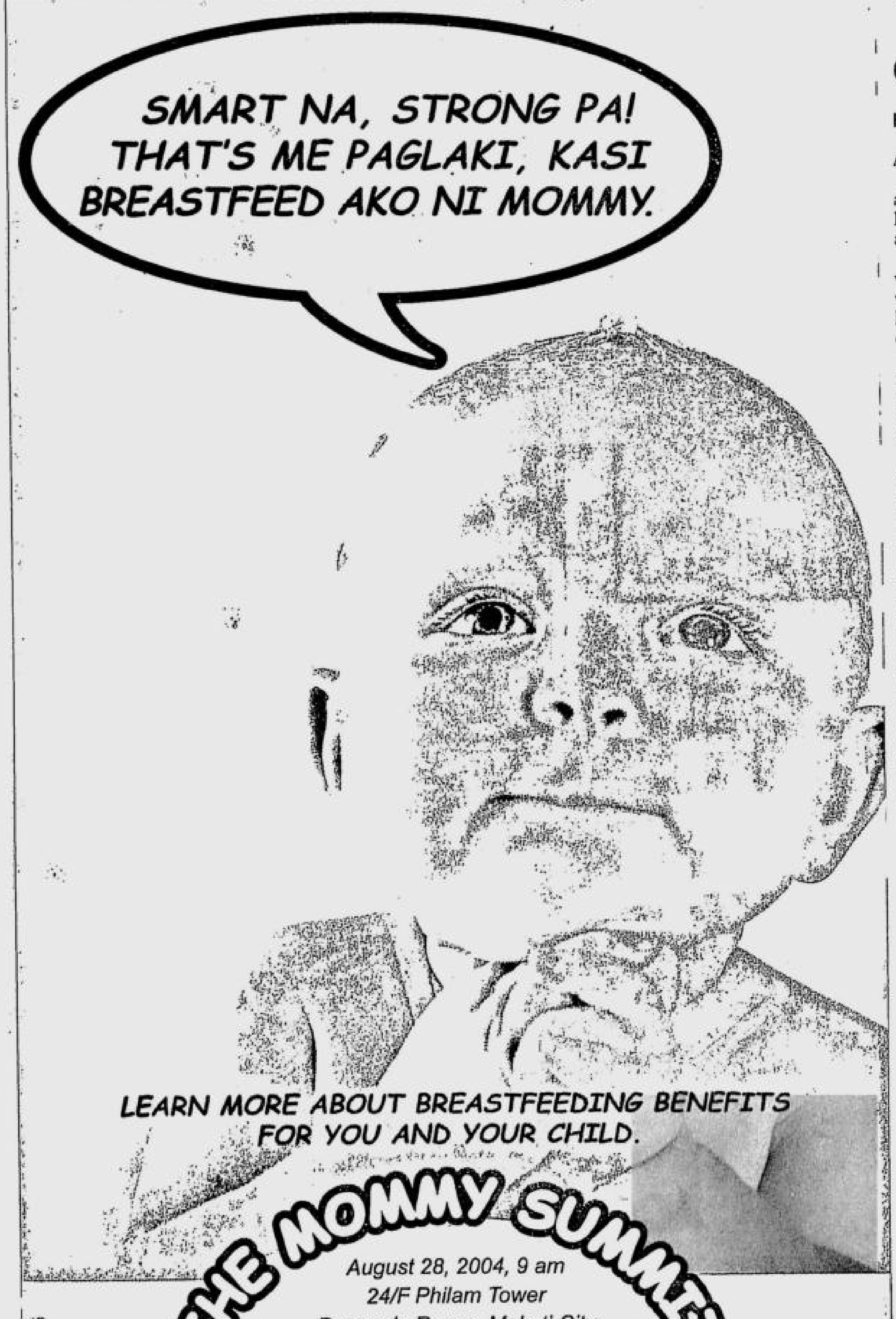
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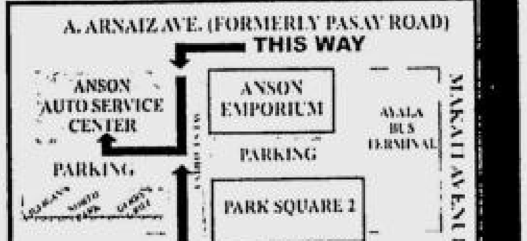

OPEN MONDAY TO SUNDAY

High court sacks judge for delays, taking bail

By Philip C. Tubeza

THE SUPREME Court has kicked another judge out of the judiciary for delaying the resolution of cases in his court.

The judge was also charged with ordering the release of drug suspects who had posted bail directly to him and for which he issued personal receipts.

In a decision dated Aug. 10, the Supreme Court sacked Judge Saidali M. Dimangadap of the 4th Municipal Circuit Trial Court (MCTC) in Lanao del Sur for gross ignorance of the law and legal procedures.

"Time and again, judges have been reminded of the need to decide cases promptly and expeditiously, for it cannot be gainsaid that justice delayed is justice denied," the high court said.

Dimangadap lost all his benefits, except for accrued leave credits, and is barred from ever working in government.

Insp. Randall-Lyon Garcia Bueno, police chief of Malabang, Lanao del Sur, filed an administrative complaint against Dimangadap on Feb. 21, 2002, after the judge released the suspects in 13 drug and firearm possession cases filed in his court.

Dimangadap denied the charge, claiming it was "false, fabricated and unfounded."

The Supreme Court dismissed the judge's denial, however.

"(Dimangadap's) continued adherence to improper procedures on preliminary investigation and bail greatly prejudiced the administration of justice, thereby making him unworthy to wear the judicial robe," the high court said.

Investigation showed no official receipts were issued for the bail Dimangadap approved for the suspects' release and the bail "was lower" than that recommended in the Bail Bond Guide.

The court also noted that Dimangadap later admitted that "he personally received the cash bonds and that he issued personal receipts" to some of the suspects.

Front-line cops decry late pay

By Christian V. Esguerra

SOME 3,000 policemen in Mindanao who are in the forefront of the war against terror have complained about the delay in the release of their monthly salaries.

The complaints were coursed through Basilan Rep. Jerry Salappudin who wrote then Philippine National Police chief Director General Hermogenes Ebdane Jr. about the problem more than two weeks ago.

Salappudin wanted to know how the PNP could ensure that policemen based in Basilan, Sulu and Tawi-Tawi could receive their salaries on time, Chief Supt. Jose Gutierrez, PNP finance service head, said yesterday.

The officers included members of the elite Special Action Force and regional and provincial mobile groups who are the PNP's front-liners against the Abu Sayyaf, the Moro Islamic Liberation Front breakaway groups and local members of the Jemaah Islamiyah.

"The problem really is the distance," Gutierrez told the INQUIRER in an interview. "Even if we release the checks in Camp Crame on time, it usually takes days before the checks can get to their respective units."

To solve the problem, a satellite finance office will be established in Zamboanga City to cater specifically to the policemen in the three provinces, Gutierrez said.

Soroptimists mark week

IT'S SOROPTIMIST Week on Aug. 24-31, it was announced by Soroptimist International of the Philippine Region (SIPR) Governor Dulce Ilagan Gozon.

Soroptimist International is an organization of professional women who do volunteer service work aimed at improving the lives of girls and women in their communities and throughout the world. In the Philippines, there are 76 Soroptimist clubs with 1,727 members.

The theme for the celebration is "DAWN"—Developing Accord with Nature.

Overall chair of Soroptimist Week is Carmen Flor, SIRP regional secretary. Committee members are Fe Amor Ilagan, Cherry Tumaneng, Ditas Posadas, Paloming Papa, Mency Zuñiga, Linda Luciano, Bing Grande, Norma Lozano, Marisol Tugade, Lenn Berroyo, Margie Vitug Teano, Nelli O'Santos, Cely Ng, Ruth Flores, Adelene Gatmaitan, Benedicta Martinez and Adele Guingundo.

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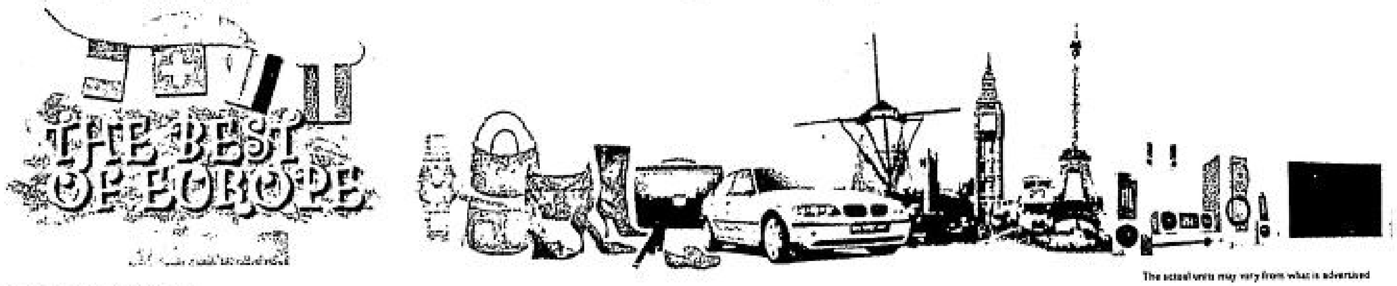

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The WORLD

Editor **Luverne B. Gueco**

20 Iraq oil pipelines hit; 27 killed in mosque blast

BASRA—Saboteurs have attacked about 20 oil pipelines in southern Iraq, reducing exports from the key oil producing region by at least one third, a top oil official said Thursday.

The cluster of pipelines was attacked late Wednesday in Berjasiya, 30 km southwest of the southern city of Basra, an official with the state-run South Oil Co. said on condition of anonymity. The pipelines, which connect the Rumeila oil fields to Berjasiya, were still ablaze Thursday.

Associated Press Television News footage showed huge plumes of black smoke and flames leaping from the Zubayr 1 pumping station, south of Basra.

Oil exports out of southern Iraq average about 1.85 million barrels a day. The oil official said Wednesday's sabotage cut exports to 1.2 million barrels.

Squadron leader Spike Wilson, a spokesperson for British troops helping maintain security in the area, said he was only aware of one pipeline breach 20 km west of Zubayr.

He said it was not clear if that pipeline had been attacked, however.

"It's a minor pipeline, it hasn't impeded the export of oil at all," Wilson said. "Because the infrastructure of the pipelines are so old, they frequently just give way."

Insurgents have repeatedly sabotaged Iraq's crucial oil industry, its main source of income, in an effort to hamper reconstruction efforts here. The threats to the oil infrastructure have increased in recent weeks amid a violent uprising by Shiite militants in southern Iraq, where much of the oil industry is located.

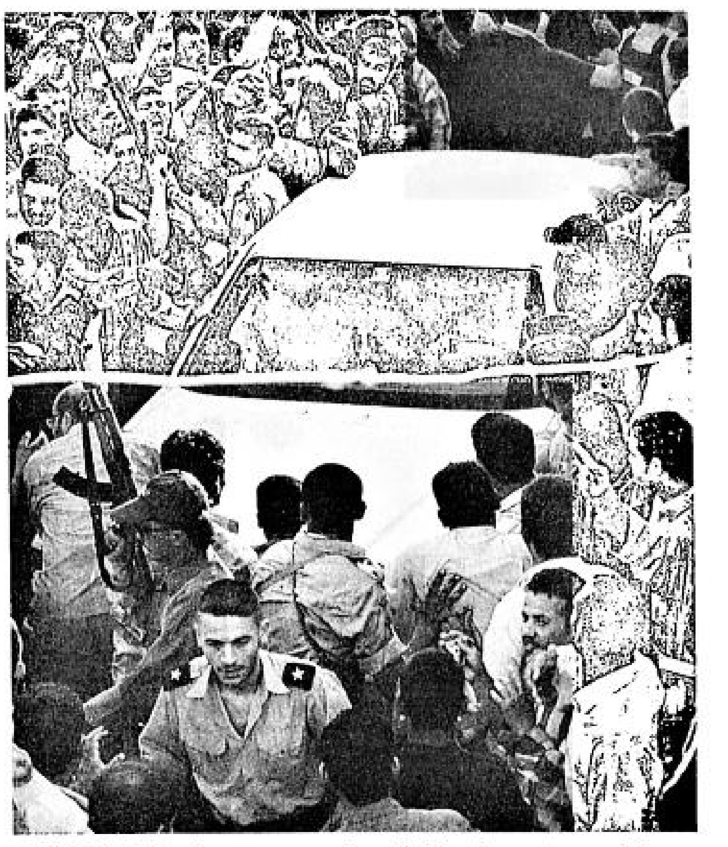
In the Iraqi city of Kufa, mortar barrage hit the main mosque, killing 27 people and wounding 63 others as they prepared to march on the violence-wracked city of Najaf, hospital officials and witnesses said.

Hours after the attack, unidentified gunmen opened fire on thousands of Shiite Muslim marchers heading to Najaf, killing three and injuring 46, witnesses said.

Thousands of people were crowded around Kufa's golden-domed mosque at the time and ambulances raced to the scene to take scores of wounded to a nearby hospital. Dead bodies lay around the mosque compound, a stronghold of followers of radical Shiite cleric Muqtada al-Sadr, witnesses said.

Hussam al-Husseini, an al-Sadr aide, said one mortar shell hit the mosque compound itself and two others hit near the mosque gates. Others said there were only two explosions.

Blood was splattered on concrete pavement in a courtyard beside the mosque and a pair of sandals stood empty nearby, according to Associated Press Television News Footage. Shrapnel from the explosions tore small chunks out of walls and the pavement, but there appeared to be no serious structural damage to the compound. *AP*



SHIITE faithful gather to answer the call of Iraq's most powerful Shiite cleric Grand Ayatollah Ali Husseini al-Sistani to march to Najaf, as they try to touch the car Sistani earlier rode in to Basra. AP

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Top Shiite cleric unveils plan to end Najaf standoff

NAJAF—Iraq's Shiite spiritual leader was set to return Thursday to Najaf with three-point plan to end the standoff at this city's holy shrine, while in Washington a new US army report implicated 27 military intelligence agents in the abuses at Abu Ghraib prison.

Grand Ayatollah Ali al-Sistani, who received a euphoric welcome on his return from London, met top Iraqi officials in Basra, a source close to the ayatollah's representative in the southern city said.

The talks took place amid top-notch security at the Basra villa of Sistani's representative in the city, Ali al-Safi, where the cleric was resting late Wednesday before heading to Najaf in the morning, said the source.

A Sistani spokesperson told AFP that the ayatollah wanted foreign troops to leave Najaf, Iraqi police to take responsibility for security and the government to pay compensation to those who have suffered in the fighting.

The city must be rid of all weapons and preparations must also begin in earnest for the elections scheduled for January 2005.

At the request of Prime Minister Iyad Allawi, Minister of State Kassem Daoud and Minister of State for the Provinces Wael Abdel Latif flew into Basra to meet the Iranian-born cleric, the source told AFP.

They were accompanied by members of the newly elected parliament, including Sheikh Hussein al-Sadr, a distant relative of Moqtada al-Sadr, who led a national conference peace delegation to Najaf last week.

"Grand Ayatollah Sistani is to offer an initiative as soon as he's in Najaf," Sadr told AFP, calling the talks "positive and valuable." Sistani returned to Iraq after US forces smashed militia defenses to trap hundreds of Moqtada al-Sadr's supporters in Najaf's shrine.

Sistani was treated to a euphoric welcome after crossing the Kuwaiti border on his way home from London, where he travelled for medical treatment just as the Najaf fighting began three weeks ago. *AFP*

WORLDBRIEFS

Bomb rocks southern Thailand

HAT YAI, Thailand—A bomb ripped through a food market in Thailand's troubled Muslim south Thursday injuring at least 23 people, including police and soldiers, on the eve of a visit by Prime Minister Thaksin Shinawatra, police said. The blast happened at 7:30 a.m. in Narathiwat province's Sukhirin district bordering Malaysia, police said. Among the injured were six policemen, including two in critical condition, and four Thai navy soldiers, two of whom are also critical. "The bomb was tied to a motorcycle which was parked inside the Mamong market. We initially suspect it was the work of the insurgents who are conducting a campaign of unrest," Sukhirin police commander Colonel Suwit Choensiri told AFP. Another policeman said the bomb was likely triggered by a mobile telephone, remains of which he said were found in the blast debris. Among the wounded villagers were several students who were lining up on the roadside in preparation for a parade, the officer said. *AFP*

15 feared dead in Taiwan mudslide

TAIPEI—At least 15 people were feared dead after a mudslide triggered by Typhoon Aere buried a village in northern Taiwan, a local official told AFP Thursday. A wall of mud enveloped the village of Tochang in northern Hsinshu County late Wednesday after the mountainous region had been battered by strong winds and torrential rain, destroying more than 20 houses, the official said. Hsinshu County Mayor Cheng Yung-chin also told reporters, after flying over the stricken village in a helicopter, that at least 15 people were believed to be buried under the mud and feared dead. Television reports said one body had been recovered. Rescue teams, backed by helicopters, Thursday evacuated 20 people trapped in remote villages in Hsinshu, the official said. According to official figures, 10 people have now been confirmed dead in Taiwan as a result of Typhoon Aere after the bodies of a preacher and his wife, washed away by floods in central Nantou County, were found. *AFP*

Italy to pull out troops if Baghdad asks

DOHA—Italy is prepared to pull its troops out of Iraq if the interim government in Baghdad requests it, Foreign Minister Franco Frattini said on the Al-Jazeera television news channel Thursday. His message was delivered the day after the family of kidnapped Italian journalist Enzo Baldoni appealed to his Iraqi captors, also via Al-Jazeera, to release him. "We are ready to pull out of Iraq, even tomorrow, if the government of Mr. (Iyad) Allawi asks us," said Frattini, speaking just hours ahead of the expiry of a deadline set by Baldoni's captors, a group calling itself the Islamic Army in Iraq, for Italy to withdraw its 3,000 troops from Iraq. The Italian government had earlier rejected the kidnappers' ultimatum, affirming that it would maintain its "civil and military" presence in Iraq and stressing that it was doing everything possible to secure the hostage's release. Baldoni disappeared last week on the road to the troubled central city of Najaf. *AFP*

Dispute mars Sudan peace talks

ABUJA—African Union talks on the crisis in Darfur teetered on the brink of deadlock Wednesday after rebel leaders refused to discuss demobilizing their forces ahead of a comprehensive political settlement. The two rebel groups eventually sat down with Sudanese government envoys and AU mediators two-and-a-half hours late, and the talks broke up again barely an hour later after a brief discussion of the humanitarian crisis in Darfur. But rebel leaders said that they had agreed to shelve their objection to the inclusion on the African Union's proposed agenda for the talks of the "cantonment" of their armed forces until later in the proceedings. The talks are due to restart at 10 a.m. Thursday. The rebels furiously insist that they will not disarm before reaching a comprehensive political settlement with Khartoum and before the notorious government-backed Janjaweed Arab militia is completely disarmed. *AFP*

Bird flu found in pigs two years ago—China

BEIJING—China Thursday said it found a deadly strain of bird flu in pigs as early as two years ago, long before a regional outbreak in poultry that killed 27 people.

Chinese scientists found the H5N1 virus in 2002 in a sample extracted from a pig the year before, according to national chief veterinary officer Jia Youling.

"One strain of virus was actually discovered in the year of 2002 from samples collected from enterprises by laboratories in 2001," he said at a briefing in Beijing mainly for foreign reporters.

Another strain of H5N1 was discovered earlier this year in a sample drawn from a pig in 2003, Yu Kangzhen, the agriculture ministry's head of veterinary services, told the same press conference.

Yu declined to say where in China the two pigs carrying the virus were located, citing the need to protect the interests of the local population.

The officials' remarks came nearly a week after the head of the national bird flu laboratory sent ripples through Asia, still reeling from this year's epidemic, by saying China had found bird flu in pigs for the first time ever.

Previously, H5N1 had only been found in poultry and infection of pigs had merely been a dreaded possibility discussed by the scientific community.

The implications of the discovery could be extremely serious, since pigs act as "mixing vessels" in which viruses swap genes, with the risk that transmission of the highly lethal disease to humans could be made easier.

Despite the ramifications of finding H5N1 in pigs, there was nothing wrong with the fact that China had not alerted the international community to the findings dating back to 2002, Jia said.

"Worldwide, academics write lots of research reports every year, and there is no organization concerned indicating that whenever you discover one virus, you should make a report to international organizations," he said.

The briefing came just hours after the World Health Organization (WHO) issued a statement calling on China and other countries to intensify their research into the matter.

"To better understand the implications of the findings in China, WHO is encouraging that additional studies be conducted on H5N1 and other influenza A viruses in pigs in China," the statement said. *AFP*

Russia mourns 89 dead in 2 plane crashes

MOSCOW—Russia observed a day of mourning Thursday for the 89 people killed when two Russian passenger jets crashed almost simultaneously hundreds of miles apart after taking off from the same Moscow airport, raising new fears of terrorist attacks.

Flags were flying at half-mast and television channels canceled all entertainment programs, officials quoted by the Itar-Tass news agency said.

Rescuers and investigators waited until dawn to resume their attempts to discover the reasons behind the twin crashes.

The two planes departed within about an hour of each other late Tuesday bound for destinations in southern Russia and went down at almost precisely the same moment 770 kilometers apart in two regions south of the Russian capital.

Russian President Vladimir Putin interrupted a vacation on the Black Sea and returned to Moscow late Wednesday, holding a meeting with the prosecutor general, who said terrorism could not be discounted in the incidents.

"We are looking at various possibilities, including a terror attack and other, technical problems," Prosecutor General Vladimir Ustinov said in televised remarks during a meeting with Putin.

Wreckage and bodies lay strewn across fields outside the central city of Tula and the southern city of Rostov-on-Don as more than 1,000 emergency workers used cranes to sift through the debris and extract corpses.

One plane, a Tupolev 134 carrying 43 people owned by company Volga-AviaExpress, was bound for the southern Russian city of Volgograd. The other, a Tupolev 154 owned by Sibir and carrying 46 people, was headed for the Black Sea resort of Sochi.

Among the victims of one of the crashes were two Israeli citizens, the Israeli Embassy in Moscow said.

There were no claims of responsibility for the twin disasters and investigators indicated they were also looking at explanations other than terrorism, including bad weather, pilot error and problems with the fuel pumped into the jets.

The causes of the crashes were still a mystery and officials offered no indication that any one line of inquiry was being favored over others.

The "black box" flight data recorders from both aircraft were recovered and Russian news agencies reported that one of the planes had issued a distress signal before plummeting to the ground. *AFP*

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Small telescopes discover planet of Jupiter's size

DENVER—Astronomers using telescopes not much larger than the spyglass Galileo wielded 400 years ago have discovered a new Jupiter-sized planet orbiting a bright, distant star.

It is the first planet to be discovered by an international network of astronomers using telescopes that could be within the reach of amateur sky-gazers.

"This portends a new era in planet hunting," said Geoff Marcy of the University of California-Berkeley, whose team has discovered nearly 60 new planets, but was not involved in this survey.

It was only a decade ago that the world's most sophisticated telescopes with mirrors more than nine meters across were beginning to notice celestial hints—a star's wiggle here, a brief dimming there—that planets orbit stars far beyond our solar system.

Now telescopes with optics just 10 centimeters wide are scanning the heavens for signs of these new worlds. The instruments are custom-built, but they use some commercially available parts also found in department store telescopes that cost a few hundred US dollars.

Still, the discovery suggests it won't be long before the hunt is joined by backyard astronomers armed with off-the-shelf equipment, loads of time and enough caffeine to stay awake. Just last winter a Kentucky man in his backyard found a new nebula, or star nursery, that had been overlooked by scientists at major observatories.

"You might think that you need a big telescope to do this, but that's not really true," said Guillermo Torres of the Harvard-Smithsonian Center for Astrophysics in Cambridge, Massachusetts.

Torres is one of 12 astronomers from six institutions that collaborated to find the new planet. Details are online in Astrophysical Journal Letters. *AP*

Aussie woman kills 'Jack the Ripper'

MELBOURNE—An Australian woman who killed her toddler son after hearing a voice tell her he was Jack the Ripper was ordered detained for 25 years Thursday in a top-security psychiatric hospital.

Victoria state Supreme Court Justice Bernard Bongiorno sent 38-year-old Adele Stuart to the psychiatric hospital, telling her she would be "looked after."

Earlier this month, a jury accepted Stuart's plea of innocent by reason of mental impairment after prosecutors said she was "clearly psychiatrically unwell" at the time of the killing.

Prosecutor Mark Gamble said Stuart—who had a history of paranoid schizophrenia—first tried to overdose her son by feeding him her anti-psychotic drugs hidden in grapes and then smothered him.

Police recovered the body of 2-year-old, Shaun Clancy, on the front doorstep of Stuart's apartment in 2003. The child was naked and had "scattered bruises and abrasions over his body," Gamble said.

Stuart later told a psychiatrist she had heard a voice say her son was Jack the Ripper, and that she should kill him before he killed her, Gamble said.

A post-mortem examination found the child had ingested grapes and the anti-psychotic drug used by Stuart. *AP*

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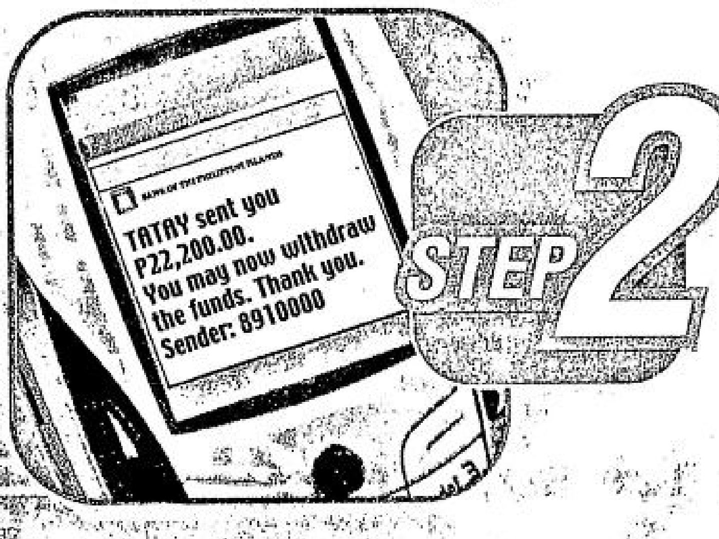

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OPINION

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EDITORIALS

No choice

THE DEPARTMENT of Energy is urging motorists to go car-less once a week, on top of that one imposed by the color-coding traffic scheme, in order to save gasoline. The campaign deserves everyone's support. But granted it does not, the sharply rising world prices of crude oil will force the most recalcitrant motorists to save or else.

Perhaps that's the sweet part about the largely bitter affair of ever-zooming world oil prices. The rapid industrialization in China and India, the increased economic activity in the United States and Europe, and the political uncertainty in Iraq and the rest of the Middle East indicate that the regime of high oil prices is not about to end any time soon. So the Philippines must either tame the oil price tiger or roll with the punches. It has no choice but to go along with the logic of the market.

The odd thing is that private car use should have been rationalized long ago. The worsening traffic situation in Metro Manila should have compelled car-pooling and such other measures for the judicious use of vehicles. But lack of public encouragement and government's free-wheeling policies on private car use—for example, the absence of provisions to ensure that car buyers should have garages and not make public roads and even sidewalks their private car park; as well as the rather liberal regulations on car-tinting, special plates, use of sirens and other vanities—has merely abetted car conceit and socially insensitive behavior.

The prospect of world crude oil prices reaching $50 per barrel is a good, albeit shocking, wake-up call. The days of untrammeled car use—aided by the rather low world oil prices in the early 1990s (at $11 per barrel!)—are over. Definitely the new developments will have an impact not only on car use, but also on car buying.

The menu of other energy-saving measures by the DOE should likewise be heeded: ensuring fuel-efficient vehicles, promotion of walking and biking, shorter mall hours, and putting up taxi stands in malls and other commercial places are practical tips to reduce energy consumption. The program seeks to reduce, by 12 percent, oil importation and save the country much needed foreign exchange. A by-product of gasoline conservation is less pollution. For pollution-choked Metro Manilans, that's a welcome bonus.

Bad example

A NATIONWIDE energy-saving campaign can only work if the government leads the way. President Macapagal-Arroyo knows this. She says that the government would exercise "leadership by example." She has in fact imposed a moratorium on the purchase of new state vehicles.

Of course, we have yet to see whether her "leadership by example" would work. She might have proclaimed a moratorium on car purchases, but wily government functionaries could easily exploit the thousand and one loopholes that obtain in a bureaucracy of alibis to be excused from her policy.

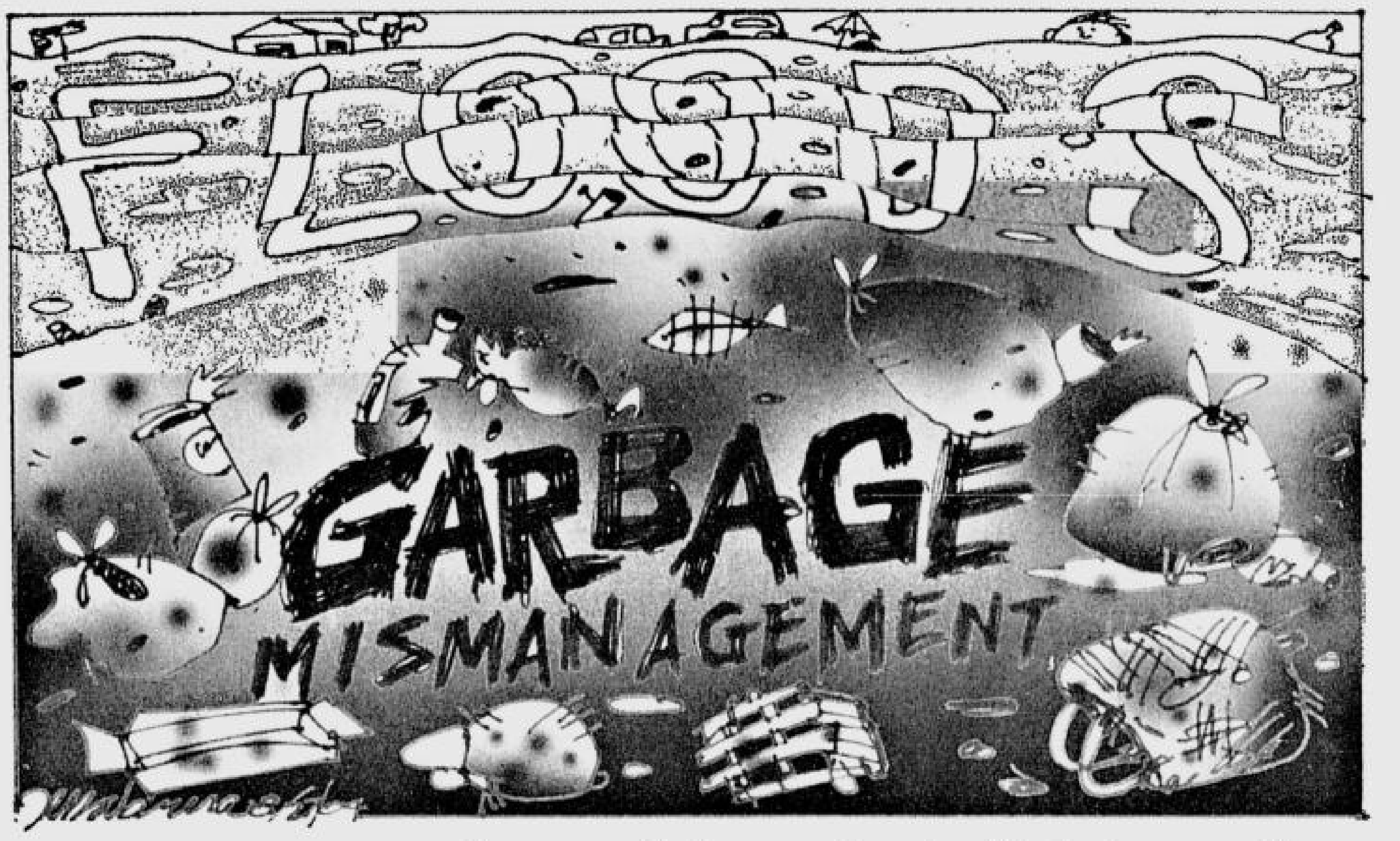
The bureaucracy is ordinarily car-crazy. It is a given that in a culture of entitlement, a bureaucracy is usually filled with men and women who crave not only positions and titles, but also the perks that go with them. Even persons from the private sector who enter government usually reward themselves with perquisites that fly in the face of the austerity and simplicity required of public servants.

Not too long ago, an education official from the private sector was able to raise money, only to use it for re-fleeting the motor pool of his department. The new cars might have been really needed, but the telling thing was that the official bought and assigned to himself the most expensive—and the heartiest gasoline guzzler—of the new cars. His conduct shows that in the bureaucracy, as in the rest of Philippine society perhaps, cars are a status symbol, a symbol of power.

Would the logic of the market work as well on the government as it surely would on private vehicle users reeling from high gasoline prices? That's doubtful. For all the talk about public accountability, the public sector does not feel compelled to be responsible for its runaway expenses and twisted accounting. How else can one explain the fiscal crisis?

Thus, the government is the worst exemplar of "leadership by example." As the private sector tries to save gasoline, expect government officials to drive around town in fancy gasoline swiggers and with a convoy to boot.

But, of course, we would be happy to be proven wrong.



Don't just cut the pork barrel, abolish it totally

AS I SEE IT

Neal H. Cruz

WHY only a 50-percent reduction? It should be a total abolition of the pork barrel. If Sen. Panfilo Lacson can do away with his pork barrel allocations for several years now, why can't the other legislators do likewise?

Now that we are in a financial crisis and everybody has to cut on spending, we have an excellent opportunity to abolish an immoral system that has been abused for decades and spreading corruption everywhere. Abolish the pork barrel and we immediately save P20 billion every year. That's more than what is expected to be generated from a P2-per-liter increase in the excise tax on imported crude. Under the system, each senator gets P200 million and each congressman P65 million a year for their projects. Even party-list representatives take their share of the pork; some of them have the gall to demand the same amount of pork as what the regular congressmen are getting. And they are supposed to be a better breed than the *trapos*.

Under the pork barrel system, the legislators usurp the functions of the line departments of the executive branch. Each legislator identifies a favorite project in his/her district: a road, a schoolhouse, basketball courts, waiting sheds, welcome arches, textbooks, medicine, etc. He/she also selects the private contractor or supplier to whom the construction and purchase contracts should be awarded.

But this is not the job of legislators. The job belongs to the departments of public works and highways, education, health, etc. The Constitution says that the job of legislators is to legislate, not to execute laws. They are in effect usurping public functions. They are violating the Constitution, which is a ground for impeachment.

The legislators know that what they are doing is wrong, so they hide the pork barrel in innocent-sounding names like Countrywide Development Fund. Thus, they add malice to a wrong they are doing.

They argue that they do not handle the funds, which stay with the departments. They say, as legislators, they only identify the projects.

But that is not their job, either. That is the job of the governors and mayors. And there are the regional, provincial and municipal development councils that plan the projects in their respective jurisdictions. Legislators are members of these councils. Therefore, whatever projects they want can be discussed in these councils.

They say that if they have no projects, they will not get any votes. The voters will go to the governors and mayors, not to them, they say.

So they are admitting that they are committing illegal acts because of votes—that the projects are bribes for the voters.

And it is not true that if they have no projects, their constituents will not vote for them. If they are good legislators, people will keep on voting for them, project or no project. Voters repeatedly sent to the Senate Claro M. Recto, Jose P. Laurel, Lorenzo Tañada, Arturo M. Tolentino and Jose W. Diokno, not because of projects but because they were good legislators.

The present crop of legislators has developed the culture of patronage and bribery, using the pork barrel. Today's lawmakers encourage people to go to them when they can just be honest and say that constructing projects is not their job but that of the executive officials. The legislators can truthfully say that their job is to make laws, but they don't do that. Instead, they keep people in the belief that legislators are authorized to initiate and implement projects.

Why do the legislators want to do what they are not supposed to do: construct projects? Because of corruption. By allocating millions of pesos to themselves, the legislators get to choose the projects and the contractors to do them. A contractor kicks back a portion of the contract price to the legislator. The contractor ekes out a profit by cheating: while the project is overpriced, its construction is substandard, below specifications. Government inspectors turn a blind eye on these because they also get a piece of the kickbacks. It is estimated that as much as half of the contract price is lost due to corruption.

By abolishing the pork barrel, therefore, the government immediately saves 50 percent of the cost of government projects.

Congressmen aver that because they have the "power of the purse," they can appropriate any amount to anything they want. False.

Congress cannot increase the budget submitted to it by the executive department. It can reduce the budget, but it can never increase it. If the budget department does not include any pork barrel—disguised as something else in its budget proposal—Congress cannot allocate any. To do so would be illegal.

But year in and year out, Malacañang includes the pork barrel in the budget it submits to Congress, using it as a bribe and as a whip to entice the legislators to pass the President's pet bills. When Congress balks at passing the bills, Malacañang drops hints that the pork won't be released—especially when elections are close, because legislators need the pork to bribe voters.

Thus, the highest official of the land, the President, becomes a party to the corruption that contaminates not only other public officials but also private contractors and citizens.

If President Macapagal-Arroyo is sincere about cutting costs, she should submit a budget without any pork. If she is as "powerful" as Forbes Magazine says so, she should not be afraid of the members of Congress.

Congress and this administration have no moral right to pass new tax measures unless the pork barrel is abolished.

Constitutional and social perils of cutting the IRAs

PASSION FOR REASON

Raul C. Pangalangan

IT seems that the first casualty of the fiscal crisis is the funding of local government units (LGUs), and that one reason the President has recognized the crisis officially may have been to lay the legal groundwork for cutting the LGUs' internal revenue allotment (IRA).

The study done by professors of the UP School of Economics has identified the reduction of the IRA as an "immediate revenue—and cost-saving measure." The study has also proposed cutting our legislators' pork barrel in half, which will yield P100 million each from the 24 senators and P35 million each from the 236 representatives. Nine distinguished senators of the realm have stepped forward to take the cut, and have been hailed for joining hands with the nation at a time of crisis. House leaders have been hemming and hawing, saying that their constituents depend upon their pork barrel for public needs that are felt best at ground-level but are often ignored high up by budget authorities.

But if halving the Priority Development Assistance Fund (PDAF) requires mainly the assent of individual legislators (and the firm political resolve of Malacañang), reducing the IRA requires much more.

This is not the first time that the executive branch has attempted to cut the IRA. In 1999, 2000 and 2001, the executive branch earmarked P5 billion from the IRA for a special fund that could be accessed by LGUs only for worthwhile projects that satisfied the standards laid down by Malacañang.

Three-term Batangas Gov. Hermilando Mandanas, now the representative from the Second District of Batangas, challenged Malacañang's power to impose conditions on LGU access to their IRA funding. He cited the Constitution's command that the "just share" of the LGUs shall be released to them automatically, and the Local Government Code of 1991 which declares that LGUs shall "have a just share in national taxes which shall be automatically and directly released to them without need of further action."

The government opposed the Mandanas petition, saying that Congress is the sole arbiter of what is the "just share" of LGUs, and that Congress, in adopting the annual budget, is not bound by the sharing formula fixed in the Local Government Code (which currently stands at 40 percent of the national revenue collection).

In May 2004, in Province of Batangas v. Secretary Romulo, the Supreme Court, speaking through Justice Romeo J. Callejo Sr., upheld Mandanas and struck down Malacañang's proposed conditional access for violating the constitutional principle of local autonomy. This high court decision is most relevant to the UP economists' wise proposal that we use the IRA to prod LGUs toward more prudent spending and to make IRA access conditional on the quality of LGU projects, e.g., less on basketball courts and waiting sheds, and more on substantive social programs. Note that among the priority "conditions" proposed in Malacañang's questioned program were health and sanitation, culture, agricultural, forestry and environment, local electrification, livelihood and, significantly, affirmative action.

The government can still achieve what the economists propose by invoking the emergency powers clause in the Local Government Code: "in the event that the national government incurs an unmanageable public sector deficit," the President may reduce the IRA to 30 percent upon recommendation by the finance, local government and budget secretaries, and upon consultation with the House speaker and Senate president. The Court had earlier recognized such "laudable" causes in another case, Pimentel v. Aguirre, but warned that "the rule of law requires that even the best intentions must be carried out within the parameters of the Constitution and the law."

Mayors already protest that they have in fact taken over many social service functions, not to mention the devolved functions erstwhile served by the national government, and that IRA cuts will jeopardize precisely these basic services to the common folk. Assuming that the national government invokes the fiscal emergency clause, the resulting 10-percent shortfall in IRA funding should give Malacañang precisely the regulatory latitude that it sought in the Mandanas case, and indeed broaden its reach to the pork barrel that hopefully more legislators will be sensible enough yield. The economists already propose that we "integrate the use of congressional pork barrel into local government priorities" and use matching grants to supplement local revenues.

At some point, though we lack for funds, we do not lack for ideas, and the debate is no longer about the merit of local government units performing basic social services, but about the sharing of turf and glory among the executive branch, the mayors and governors, and the legislators who control their respective vaults of the public coffers.

Callejo concluded with the political writer Tocqueville: "Local assemblies of citizens constitute the strength of free nations. Township meetings are to liberty what primary schools are to science; they bring it within the people's reach; they teach men how to use and enjoy it. A nation may establish a system of free governments but without the spirit of municipal institutions, it cannot have the spirit of liberty."

* * *

Comments to raul.pangalangan@up.edu.ph

The Aquino murder—a memory

ANALYSIS

Amando Doronila

WITHOUT meaning to degrade the "fiscal crisis" as the most urgent issue facing the nation today, this space remembers the 21st anniversary of the assassination of Benigno Aquino Jr., for the sake of making the point that a nation cannot forget its memory without getting lost. Memory, as some more erudite individuals put it elegantly, "forges a bond" between a people and their past, helping them to avoid repeating their mistakes.

Having apologized for this digression to the recent past, let me assure the readers that within the next few days, this space will address the fiscal question with adequate homework to give it justice, hoping to provide some useful perspectives in addition to the expertise already contributed by the 11 UP economists who wrote their memorable "white paper" that has shocked the Arroyo administration and the public to recognize the urgency of attacking the fiscal deficit before it plunges the country to possible economic collapse within the next three years.

The Aquino episode had become a ritualized yearly remembrance until the Public Attorney's Office disclosed last week that five civilian witnesses had come forward to offer evidence that it was Rolando Galman—not the soldiers—who shot Aquino at the tarmac of the now Ninoy Aquino International Airport. On the basis of the claim of one of the witnesses that she saw Galman fire a gun at Aquino, PAO chief Persida Rueda-Acosta is seeking to reopen the case.

Acosta's move rudely shook the nation from its slumber of resignation to the decisions handed down after two trials in different tribunals during both the Marcos and Cory Aquino administrations, concluding that it was soldiers who murdered Aquino. Her move revives hopes that the case would not permanently remain unsolved.

The Aquino family has refrained from pushing for a deeper inquiry into the case for reasons we don't know, and we have to respect the family's position.

Signs that after 21 years, public interest has been growing for the reopening of the case emerged around the anniversary when a flurry of stories appeared in the press, offering new theories about the assassination, the most startling of which was the disclosure that new witnesses had offered accounts, disputing the official versions and judicial decisions. Before a case is reopened, there must be strong evidence to justify the retrial, but the more significant development is that the PAO has walked on sacrosanct grounds, has dared to challenge accepted wisdom, and its initiative has revealed an undercurrent of public sentiment that seeks to review the case to determine who was/were responsible for the murder. This undercurrent shows that the nation is not willing to forget and is restoring its memory and has not lost its passion for justice, inflamed on Aug. 21, 1983, but whose intensity has waned over 21 years. If it can be shown that Galman shot Aquino, this would have tremendous and far-reaching political implications.

The history of determining the truth of political assassinations is bleak and it has served to dampen attempts to reopen the Aquino case. The fact that controversy still surrounds the assassination of US President John F. Kennedy in 1963, despite the conclusion of the Warren Commission that it was a solitary gunman, Lee Harvey, who shot him, has discouraged hopes that Filipinos would succeed in solving the Aquino mystery. The Warren report, despite the commission's investigative resources and facilities, rejected conspiracy theories. Conspiracy theories continue to swirl around the Aquino case.

It must be noted that the focus of the PAO's new witness account is on the triggerman or triggermen. Thus, if the case is reopened, it would require examination of evidence provided by other witnesses in the two trials, and the trajectory of the bullets from which position the gunmen/gunman squeezed the trigger. This new "evidence" has nothing to do with the most important question: Who ordered the execution?

The overturning of the conclusion that the soldiers shot Aquino is not only a matter of acquitting them. It could open doors leading to tracing responsibility and to establishing conspiracy. The implications of this new scenario would be more wrenching in rewriting history than the publication of the book in 1992 by Gregg Jones on the 1971 Plaza Miranda bombing, which killed more than 100 people and decimated the leadership of the Liberal Party. The book showed that the Communist Party, led by Jose Ma. Sison, was responsible for the massacre. Prior to the publication of the book, Ferdinand Marcos had been widely blamed for. In his memoir, former Sen. Jovito Salonga, who was maimed in the bombing, echoed Jones' findings.

Marcos had blamed the communists for the massacre to deflect public indignation over the bombing. The bombing gave him the justification to crack down on the leftists and to suspend the writ of habeas corpus, the first stage toward declaring martial law in 1972.

The soldiers have taken the rap for the Aquino assassination. The new witnesses redirect the guilt away from the soldiers. The soldiers have not revealed who gave the orders to kill Aquino.

Although Marcos emerged as one of the prime suspects in the immediate aftermath of the assassination, he did not escape the backlash. The public, outraged by the murder, did not wait until Marcos' tribunals had determined responsibility. Within three years, popular justice pronounced its own verdict. Aug. 21, 1983 ignited the popular combustion that blasted Marcos out of office in February 1986. The tale here is that 1983 and 1986 are a seamless weave in the tapestry of the Filipinos' burning rage over injustice. This is the memory that we cannot forget.

The senator and the letter-writer

AT LARGE

Rina Jimenez-David

I'M sorry, but this is just too delicious to pass up without comment, even if it involves another newspaper.

Last Saturday, newly elected Sen. Jamby "Juday" Madrigal had a letter published in Today newspaper in which she claimed that a "letter to the editor" published in the same daily last Aug. 13 was spurious. The letter was critical of the senator and this may have been the reason the "*kontra pulitika*" legislator had the letter-sender investigated.

In her letter, Madrigal crowed that she had her people check out the identity of the writer, one Jun Cruz, and the address given. As a result of "her people's" diligent sleuthing, she announced, she found out that there is no such "Jun Cruz" residing on "Enrique Street, Pablo Ocampo," and in fact, that there is no such "Enrique Street" along Pablo Ocampo or in Manila. These "facts" she used to cast doubts on the authenticity of the letter, hinting that it was all part of a campaign of vilification against her.

Well, what to do you know? In Wednesday's issue of Today, in the letters section, there was a letter from Jun Cruz accompanied by a picture of his school ID, his birth certificate, and bills and letters that somehow found their way to his "nonexistent" address.

"I wish to thank the 'honorable' senator for taking time off from her hectic legislative work and expending valuable human resources to have me 'checked out,'" wrote Ruben M. Cruz Jr., the aforementioned "Jun" Cruz. "It almost makes me feel sorry to have to disappoint her, but I have a right to exist, just like I have a right to my opinion."

* * *

AND just to prove the senator wrong, Cruz took time off from work and dropped by the newspaper's offices, armed with all the necessary documents to prove he is who he says he is. Which brings up the existential question: If a senator of the republic goes on record to say you do not exist, do you really exist?

For those wondering why Cruz would go to all that bother just to prove his existence, here's his explanation: "You see, sometimes people impute their own motives on others. I wrote my letter to the editor to express how I feel and what I think. Such is my right and I signed the letter with my own name. I did nothing dishonest. I don't know why the senator thinks that just because I happened to disagree with her actions, my letter to the editor must be fraudulent.

"Sure, my opinion was biased against Senator Madrigal. But just because it is, doesn't mean I don't exist. Where did she get this misbegotten idea that everybody who exists has to like her or like what she's doing?"

Maybe, Jun, she got it from the same well of inspiration that led to her campaign strategy of deceiving the fans of a huge movie and soap opera star into believing that they were actually voting for the actress. Little did they know that they were actually voting for a member of a controversial clan with considerable wealth and lofty political ambitions but who herself has nothing to speak of in the realm of public service, save for a few photo ops with needy children and clueless youth. And now, we also know that neither she nor "her people" can read city maps at all.

* * *

THOUGH it entailed braving rain, flash floods and traffic, there was no way I was going to miss the celebration of the Reproductive Health Advocacy Network (RHAN) called "Countdown 2015: Renewing Commitment while Ensuring Claims to the ICPD Program of Action."

Held Wednesday afternoon at the UP Bahay ng Alumni, the "synthesis-forum" is part of an international effort to track the compliance of governments with commitments made in the Program of Action of the International Conference on Population and Development held in Cairo in 1994. "Countdown 2015" refers to the 20-year time frame of the final ICPD document, during which NGOs have pledged to track the successes and failures of governments and societies in achieving the goals of the ICPD. And since this is the halfway mark, RHAN, a coalition of 35 organizations championing reproductive health and rights, decided to celebrate with a gathering as meaningful as it was colorful.

The main part of the program was the handing of awards to 22 individuals and institutions "who have been in the forefront of institutionalizing reproductive health in the Philippines."

Among the awardees were former health secretaries Juan Flavier (now a senator), who introduced the "cafeteria approach" to family planning and promoted the use of condoms as protection against HIV/AIDS; Carmencita Reodica, who institutionalized reproductive health policy and programs in the DOH; and Alberto Romualdez, who further strengthened the RH programs, including the introduction of emergency contraception (subsequently revoked by the Arroyo-Dayrit tandem).

* * *

ALSO recognized were legislators who not only championed bills on reproductive health policy but even risked their political futures by daring to take on the Church in debates on the issue, as well as researchers, media partners and funders, all of whom have helped bring reproductive health and rights to the public's attention and therefore protected the gains made at the ICPD.

Lending resolve to everyone present was a video presentation on the views of "common" people, residents of urban poor areas in Metro Manila, on the impact of reproductive health issues on their lives and that of their families.

Indeed, while "reproductive health" may seem to many but a slogan and an often-misunderstood term, its real meaning and impact can only be appreciated and measured by the differences this "new paradigm" has made in the lives of women and men who need it most.

Storm warning

LOOKING BACK

Ambeth R. Ocampo

"FILIPINIANA" is a term coined by librarians that is used to describe books that deal with the Philippines or books on non-Philippine subjects written by Filipino authors. Thus, in any library or bookstore a place for these books is known as the Filipiniana section.

Some people are of the opinion that "Filipiniana" should be merged with other books in a library or bookstore, but having these segregated in one place makes searching a lot easier. In a large used bookstore like the Strand in New York, which boasts of 14 miles of books, looking for Filipiniana can be a bit of a challenge. These are shelved under "Asia" or "Far East" or even "Oceania." They are also hidden with books on Spain or the history of the United States. In better days one could buy books from the American period 1898-1945 for a dollar or less; today prices are steep as many Filipinos try to acquire a tangible slice of their heritage.

One of the books I regret having given away was an autographed copy of Joseph Earle Stevens' "Yesterdays in the Philippines" (New York: Scribner's, 1898) that was not just a pretty book but a delightful read. He lived in Manila in the last decade of the 19th century and while his social world revolved around "foreigners," his description of the Philippines and the Filipinos is worth reading again in our time.

Forced indoors by the inclement weather the past few days, I decided to re-read his encounters with typhoons. I am glad I do not live in a house by the bay with a flimsy tin roof and sliding capiz widows, but the street scenes he described over a century ago remain: "The natives never carry umbrellas in the rain, but march along and do not seem to mind getting wet to the skin. They do indeed look bedraggled in their thin clothes, that cling like sticking-plaster, and it seems as if they would get the fever."

Television news brought the extent of the flood and the damage into our living rooms. A number of people drowned while others frolicked in the murky water.

Today we have a government weather station, but in the past people turned to the Jesuits, the famous Manila Observatory and of course the household barometer that carried the name of the observatory director, Padre Federico Faura, S.J.: "Early in this eventful week, warnings came from our most excellent observatory, run by the Jesuit priests, that trouble was brewing down in the Pacific to the south and east, and by Friday Signal No. 1 of the danger system was displayed on the flagstaff of the look-out tower. The news about the storm was indefinite, but the villain was supposed to be slowly moving northwest, headed directly for Manila. Saturday up went Signal No. 2, and in the afternoon No. 3 and by evening No. 4. Still everything was calm and peaceful, and Sunday morning dawned pleasant but for the exception of a dull haze. Early in the afternoon went signal No. 5, which means that things are getting pretty bad, and which is not far from No. 8, the worst that can be hoisted."

These days we only get to Signal No. 3. Are we better protected now? Maybe typhoons are tamer. Then as now, boats were brought into the breakwater in Manila and securely fastened with anchors and ropes. Stevens noted that Filipinos also fastened the nipa roofs in anticipation of the storm that eventually blew off his tin roof.

Today we have television, radio and cell phones to bring us weather bulletins. A century ago, a town crier did the same job:

"...Shortly after tiffin at our residence by the seaside, our gaze was attracted by a native coming down the street, dressed in a black coat with shirt-tails hanging out beneath, and wearing white trousers and a tall hat. He carried a decorated cane, wore no shoes, and marched down the center of the street, giving utterance to solemn sentences in a deep musical voice. In short he was the official crier to herald the coming of the typhoon, and as he marched along the bells up in the old church beyond our house rang out what poets would call a 'wild warning plea'."

Rain and wind produced a different kind of noise in wooden houses and Stevens could not sleep. "Our house trembled like a blushing bride before the altar, and for the triumphal music of the Wedding March the tin was suddenly stripped off our rain-shed roof like so much paper. And then the racket! Great pieces of tin were slapping around against the house like it was possessed; the trees in the front garden were sawing against the cornices, as if they wanted to get in, and the rush of air outside seemed to generate a vacuum within.

"After the typhoon came the floods, and the old Pasig covered the adjacent country. The water concealed the road to the uptown club at Nagtajan under a depth of several feet, and one could without difficulty row into the billiard-room or play water polo in the bowling alley. Two of my friends were nearly drowned while trying to drive when they should have swum or gone by boat. The pony walked off with their carriage into a rice-field, in the darkness, and was drowned in more than eight feet of water. The boys only crawled out with difficulty and just managed to reach 'dry land' (that with three feet of water over it) in the nick of time."

Today people fall into open manholes or, like Vandolph, bring whole vehicles into a flood pit. Some things never change.

* * *

Comments are welcome at aocampo@ateneo.edu

What would Jesus drive?

PINOY KASI

Michael L. Tan

ENERGY audit teams, bicycle lanes and a ban on the purchase of new government vehicles. Those are some of the proposed measures of a National Energy Conservation Program that the President announced this week, one which she says could save the country some $748 million a year.

One particular proposal in the program that caught my eye was the intention "to promote more fuel-efficient vehicles, vehicle maintenance, better driving habits, use of public parking spaces and public transport systems."

Creating a more efficient public mass transport system should be the top priority, but I'm glad the government is also looking into the matter of fuel-efficient vehicles. It was also encouraging that Energy Secretary Vincent Perez announced last Tuesday that he has been using a Toyota Prius, a hybrid fuel-run vehicle which has been getting him 23 kilometers per liter. (With other vehicles, you'd be happy to get 10 or 12 km per liter.)

Even more significantly, Perez said his use of the Toyota Prius was part of his response to the President's call for "leadership by example." He also said top officials also hoped to do away with sport utility vehicles (SUV), those dinosaur-like vehicles that guzzle gas at less than 6 km per liter.

We will see. Meantime, I thought we might want to look at a campaign started in 2002 in the United States with the intriguing name, "What Would Jesus Drive?", initiated by the Evangelical Environmental Network (EEN).

Jesus the environmentalist

The campaign's rationale is that a follower of Christ should imitate him in helping to sustain God's creation. Protecting the environment, the evangelists argue, is a moral issue, a way of implementing Christ's Golden Rule of doing unto others what you would have them do to you. The evangelists also point out that Christ came to save humanity and that if we choose to cause pollution, which hurts people, then we contribute to the sins for which Christ died.

The evangelists have zeroed in on cars as their issue because Americans own so many motor vehicles: as early as 1994, 60 percent of US households owned two or more cars, and 19 percent owned three or more. Worse, the trend seems to be toward more fuel-inefficient cars, particularly SUVs.

The EEN names some of the consequences of all these vehicles: health problems from transportation pollution that cost $56 billion to treat in 1996; a third of American households living in areas with unhealthy outdoor air that causes many respiratory problems and cancers; birth defects, low birth weight, premature births, stillbirths and infant deaths. Besides all these problems, the pollution from vehicles also harms the environment, including global warming and damage to agricultural crops and fisheries.

The EEN goes to the extent of blaming some of America's security problems on the gas-hungry motorists. Because Americans have so many cars, there is this great dependence on oil from the Middle East, which contributes to America's involvement in violent conflicts in that region.

Prettified trucks

EEN materials suggest that Jesus probably would not drive an SUV. These are vehicles with a rather diabolical (pardon the extended religious metaphor) history. In 1975, US Congress passed a corporate average fuel economy law (Café) to reduce American dependence on foreign oil, especially from the Middle East. Café imposed stricter standards on motor vehicles, in terms of fuel efficiency and emissions. This meant cracking down on trucks in particular.

The smart manufacturers created the SUV, which are really nothing more than "prettified" trucks, promoting them as sleek family cars and getting them exempted from new mandated standards. Today these SUVs roam not just American highways but the congested streets of Manila, further draining our foreign exchange bill for gasoline. And let's face it, the SUVs function more for status and prestige than anything else; certainly you don't need the SUV's 4-wheel drive in our cities.

Those opposed to SUVs point out that these vehicles aren't just gas guzzlers but also have safety problems. A New York Times article published on Aug. 17, 2004 reports that based on US government traffic data for 2003, there were 16.4 deaths of SUV occupants in accidents last year for every 100,000 of these registered vehicles. In comparison, the death rates were 14.9 for passenger cars and 15.2 for pickup trucks. Mainly, the SUVs are said to have higher rollover rates in accidents, but manufacturers counter that this is not true, especially for newer models. (Findings from a study on rollover rates of different vehicles can be found on www.safercar.gov.)

I'm also disturbed, but not surprised, by some market studies in the United States looking into the psychology of SUV buyers, suggesting that these guys have problems with self-esteem and social responsibility. Just looking at how the SUVs hog our streets and careen around at breakneck speeds makes me suspect that being behind the wheels of an SUV brings out the worst of the bully in the Pinoy driver... which means even greater risks for accidents. And maybe in our context, it's the smaller cars that are at a disadvantage because they don't have a fighting chance when they get hit by the SUVs.

Hybrid alternatives

What aggravates our problems is that unlike the United States and other developed countries, we haven't been looking into alternatives such as the hybrid cars Perez is using. These are sometimes called gas-electric hybrid cars because they operate on gasoline as well as electricity.

The Toyota Prius is only one of several hybrid cars that have been introduced. Honda was actually the first one to introduce a hybrid in the US market—the Insight. It now has a Civic Hybrid as well.

The sales of these hybrid cars have been brisk in the United States and other developed countries, but are still a long way from catching up with regular gasoline-powered cars. This is where government incentives are needed to jump-start a shift. The US federal government grants a one-time tax credit for those who buy hybrid cars. Some states offer additional incentives, such as letting them go into special vehicle lanes on the freeway.

The hybrid car manufacturers are also quite adept with marketing, trying to transform their products into "fashion statements" favored by celebrities. Toyota's efforts seem to have paid off: their Prius is now the fastest-selling car in the United States.

Would Jesus join Leonardo DiCaprio and Cameron Diaz in driving a hybrid car? The wise man he was, I suspect he'd probably prefer to walk, and bike, and take public transportation. He'd also probably be cynical about some of the marketing strategies behind these hybrids. Already, Toyota is trying to get the best of two consumer worlds: they now have a Lexus RX 400h, labeled as an SUV hybrid.

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Support passage of anti-prostitution bill

LETTERS PHILIPPINE DAILY Inquirer

RAMON Tulfo's column, "High class prostitution is brisk business," (PDI, 8/12/04) deeply upsets me. His view of prostitution as an "old profession" justifies the common practice of hiring women for the sexual gratification of men. It seems to accept as normal that prostitution is a necessary social evil that may be allowed as long as men have the buying power to pay a vulnerable woman for sex.

What a simplistic view of prostitution! Prostitution is a system that dehumanizes women and robs them of their dignity. It is incompatible with the dignity and worth of the human person. In fact, it endangers the welfare of the individual, the family and the community.

Prostitution flourishes and now comes in many forms because there is a great demand for it among men. Such demand makes prostitution a lucrative business. Prostitution greatly benefits sex establishment owners, which include "escort services" companies, pimps and those who facilitate the selling/buying of women for sex.

In Keanna Reeves' case, it is important to ask who facilitates the escort services? Would "escort services" exist if nobody tempted the victims with big income? And what's wrong in naming the politicians who engage these services? They should really be exposed as patrons of prostitution. They should be ashamed of themselves. Aren't they supposed to lead by example in treating women with dignity?

An anti-prostitution bill has been filed in the 13th Congress. It is about time this bill was passed. Otherwise, many more women and girls will be exploited and victimized by prostitution. This bill seeks to decriminalize the activity of women involved in prostitution and provide alternative programs for them. To be penalized instead will be the customers, pimps and those who facilitate, manage and advertise women for prostitution. We support the anti-prostitution bill. It is time that male customers and those who sell women for sex learn their lesson.

—JENNY GALVEZ,
Samaritana Transformation Ministries Inc.,
QCCPO Box 1642, Diliman, QC,
info@samaritana.org

Development is basic human right

I DO not know how many people have heard about the Millennium Development Goals (MDG). Even as a human rights worker, I came to know about it only two weeks ago.

The MDG is a project being promoted pursuant to the Millennium Declaration signed by member-states of the United Nations in September 2000. It is a compact made by rich and poor nations, including the Philippines, to help one another in eradicating poverty and hunger in the world within a 15-year period (1990 to 2015).

The efforts among nations to address poverty and hunger, a social malady that is growing worse from day to day, particularly in Philippine reality.

The MDG is an ideal and a noble aspiration in spite of its inadequacy and deficiency. However, it conspicuously omits the human rights aspects in its development targets: but the pursuit of a better life for the poor should not be viewed separately from human rights. Development is a right of every man and woman. It makes people feel a sense of dignity as human beings and enjoy life.

In this sense, the government has to acknowledge that when it responds to the problems and needs of its people, when it works on uplifting people's lives, it is only performing an obligation to promote a basic human right. The genuine participation of people in the decision-making process and implementation of development programs is a key element in the promotion and exercise of this right.

—LEONOR B. GOMEZ,
deputy director for operations,
Task Force Detainees of the
Philippines-Visayas

On the fiscal crisis

VOICES ON INQ7.NET

PRESIDENT Macapagal-Arroyo admits we have a fiscal crisis. There are many great solutions to this problem, but asking Filipinos to further tighten their belts is definitely not one of them.

What we have in mind is the pork barrel being given to senators and congressmen per year. Let them give up the pork and use it to help avert the fiscal crisis. We are facing a crisis now; development efforts can wait. Their constituents will not die anyway and will surely understand. Anyway, pork has been a source of graft and corruption in our republic.

Another solution would be dealing with government officials living luxurious lifestyles: confiscate whatever they stole from the government. Include senators, congressmen and mayors in the lifestyle check. Re-open tax fraud cases. Check on and jail corrupt employees of the Bureau of Internal Revenue and the Bureau of Customs. Suspension is neither a cure nor a method of prevention.

If Ms Arroyo can do this, the fiscal crisis we are in now is "*sisiw*" (easy) to tackle.—**Jesse Jocson, Koriyama City, Fukushima ken Japan, via e-mail**

* * *

What "financial crisis" is our government talking about? If we really are in a critical financial situation, why don't our congressmen and senators offer to give up their pork barrel and learn to really serve their constituents without them? After all, what use are their "pet projects," which are mostly basketball courts, school buildings and some stretches of roads on which they almost always write their names unashamedly, unmindful of the fact that they are funded by the sweat and blood of Juan de la Cruz?

If our government badly needs revenues, why doesn't it start going after the tax cheats and crooks in high and low places? The government should prosecute and jail them first before imposing new taxes that more often than not burden only the ordinary taxpayers.

Fiscal crisis? But, wait! Salaries of public school teachers used to be paid on time. They have been delayed for a couple of days now, at least here in Naga City. Is this it?—**Manuel A. Collao, 3rd St. Ext., Villa Sorabella Subd., Concepcion Grande, Naga City, via e-mail**

* * *

The initiative of the University of the Philippines economists to bring the fiscal problem to the fore is commendable. But without the government's lead in addressing this problem, nothing is going to happen. I hope it's not too late for the government and us, the people, to make the right moves to forestall the financial crisis coming our way.

It's time for radical and extreme measures that will show the current government leadership has guts. Then maybe the people will follow.

The President can begin by donating her salary to a national crisis fund or something of the same intent. Her Cabinet can do the same, as well as the senators and congressmen, and other government functionaries. Perhaps the captains of industry can launch a similar program. Top military officials can do the same. A clear signal is needed from leaders. They must take the moral high ground first, before passing the problem on to the usual suspects—the public—for solution.—**Giovanni Rodriguez, Guadalupe, Cebu City, via e-mail**

* * *

It's almost the end of August, and the Christmas air is going to start spreading in the Philippines as soon as the "ber" months breeze in with the cold winds from the North. We can't help but think of the bonuses coming our way, the middle class. We can't help but smile and think of the debts—and of the lingering children's tuition fees for the remaining school year—that we can finally pay off, and of that badly needed refrigerator to replace the one with the rusty bottom.

What a relief the "ber" months bring. Until our pay slips come and we see how big a portion had been deducted from our meager bonuses to pay for taxes. It's like mom taking a share from grandma's "aguinaldo" for us. Doesn't seem right, does it?

As part of the working middle class, I pay all my taxes on time without question and yet the government still wants more from me. The marginalized sector is given free housing, free medicines, free healthcare, free education and sometimes they even get free groceries.

Don't get me wrong, I don't want handouts. My mom always said that it's better to be the one helping out than the one being helped.

As for the businessmen and politicians, it's difficult to believe that they actually pay the right taxes. But they enjoy the tax incentives and exemptions for heaven knows what kind of deals. I was just watching TV the other night and found out that congressmen get P100,000 to P150,000 as Christmas bonuses. Are these being taxed?—**Vrideri Niña L. Duñgo, Quezon City, via e-mail**

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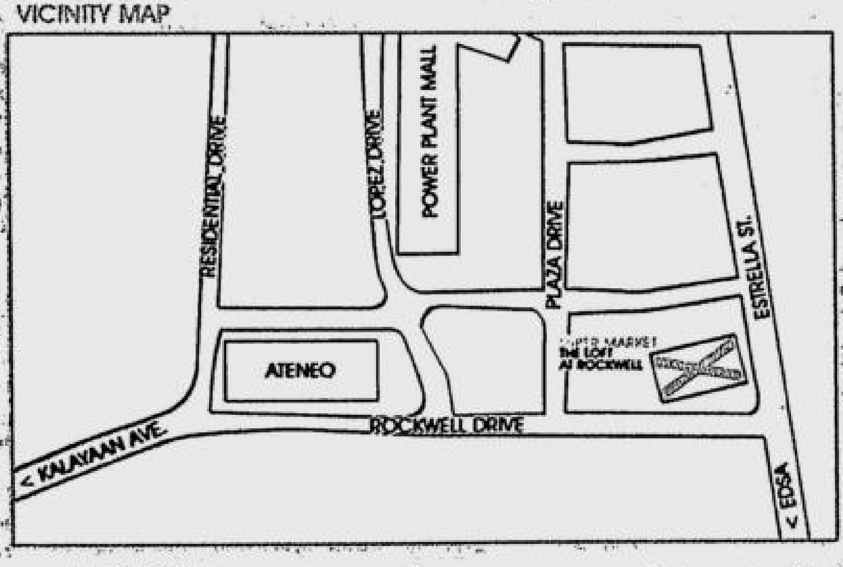

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EU condemns rights lawyer's killing

THE EUROPEAN Union yesterday denounced the killing in Davao City of a human rights worker who had mounted a campaign against vigilante killings in the city.

"We are shocked by the cold-blooded murder" of Rashid Manahan, executive director of the nongovernment advocacy group Community Resource Development Center, the EU office said in Manila.

Police in Davao confirmed Manahan's killing, but gave no other details.

Manahan was the Davao coordinator of "People Against the Death Penalty," a campaign against capital punishment that is funded by a 300,000-euro grant, the European Union said.

Since January, President Macapagal-Arroyo has granted 90-day reprieves to eight death row inmates set for judicial execution.

In December she had declared the end of a four-year moratorium on the death penalty in order to curtail violence and crime.

Target

Manahan, 26, of the Philippine Human Rights Information Center (PhilRights), was waiting for Dr. Nymia Simbulan, PhilRights executive director, and two other women companion, including a Spanish national, outside an apartelle in J.P. Laurel Avenue here on Tuesday afternoon when he was shot.

Mayor Rodrigo Duterte has given the Davao City police seven days from Wednesday to solve the killing of Manahan.

City police chief Supt. Conrado Laza vowed to submit a report on the progress of investigation on the Manahan murder today.

Laza told a local daily that Manahan had received threats prior to his death.

"We discovered a very revealing text message which can help us in the investigation," he said without elaborating.

Simbulan and other witness said at least two suspects attacked Manahan.

On the day he was killed, Manahan was hosting a forum on the series of summary executions in the city.

He was supposed to drive Simbulan and the other speakers at the University of the Philippines-Mindanao campus on Anda Street, where the forum was being held.

Stakeout

Witnesses told police the two suspects had been waiting since morning.

They said one of them even bought bottled water from a store near the apartelle.

"It is very ironic that Manahan has become the victim when he was the one who has initiated the forum to condemn these summary killings," Simbulan said.

Simbulan said Manahan's death could be politically motivated.

But Duterte urged the people not to jump to conclusions about the motive of the killers even as suspicions are rife that Manahan's death could be the work of the shadowy Davao Death Squad (DDS), a vigilante group believed to have the support of Duterte.

The DDS has been targeting felons, mostly drug users and pushers.

"I don't think he was killed because of drugs. Investigate and dig deeper," Duterte said.

Duterte said authorities were trying to locate "a lady doctor to help us out" but did not elaborate.

The Initiatives for International Dialogues, a human rights group here, said even if the vigilantes were not involved in Manahan's death, "the fact that they continue to enjoy impunity, has created the very conditions for a possible spiral of fear, retribution, anarchy and terror which the perpetrators and their handlers ironically avow to eradicate with their summary executions."

"If the authorities cannot stop the vigilantes, what prevents other criminal or even political elements from now snuffing out the lives of any hapless victim. *Anthony Allada and Allan Nawal, PDI Mindanao Bureau with report from AFP*

SWAN LAKE

EV ESPIRITU/PDI NORTHERN LUZON BUREAU

A worker at Burnham Park in Baguio City try to protect boats with decorations resembling swans from being battered at the height of monsoon rains in the city Wednesday.

Jobless man draws 160-year jail term for rape

BACOLOD CITY—A 52-year-old resident of Cauayan town in Negros Occidental, was meted with a jail term of 160 years for repeatedly raping his teenaged neighbor.

Roger Tejada on Tuesday was found guilty of four counts of rape and was sentenced to 40 years imprisonment for each count.

Judge Henry Arles of the Regional Trial Court in Kabankalan ordered Tejada to pay the victim P125,000 in moral and exemplary damages and in civil indemnity.

The court also told Tejada to support his daughter with the victim.

Court records said the victim, then 15, was gathering firewood on July 13, 1996 in Barangay Isio, Cauayan, when waylaid by Tejada.

He dragged her to a sugarcane field where she was raped. He warned her not to tell her parents.

But the abuse was repeated on July 27, Aug. 10 and Sept. 14, 1996. At that time, Tejada was 44 and jobless.

Her parents discovered the rapes when she became pregnant.

Tejada denied the accusations. During those times that he allegedly raped the victim, he claimed that he was bedridden due to pulmonary tuberculosis and bronchial asthma that he had been suffering since 1990.

But Judge Arles found it unthinkable for the victim to impute such crimes against the accused, endure the embarrassment and humiliation of a public disclosure that she had been ravished, allow an examination of her private parts, and undergo the ordeal and expense of a court proceeding if her story was a lie.

"Considering the inbred modesty and antipathy of a Filipina to the airing in public of things that affect her honor, it is hard to conceive that the complainant would assume and admit the ignominy she had undergone if it were not true," he added.

Arles also pointed out that failure to report the crime immediately did not cast doubt on the credibility of the complainant.

"It is not uncommon for young girls to conceal for some time the assaults on their virtue because of the rapist's threat on their lives," the judge said.

Arles said Tejada's physique belied his claim that he was sick of pulmonary tuberculosis and bronchial asthma. *Carla Gomez, PDI Visayas Bureau*

Olympic coverage monopoly angers cable subscribers

BAGUIO CITY—Cable subscribers here are angry over the pullout of Olympic coverage in at least three channels other than the official government coverage of PTV-4.

"We switched cable only last month so we could watch the Olympics Games live and it turned out we would be watching stale news," Jhoven Genove, a cable subscriber, said.

"I think PTV-4 paid propriety rights to get exclusive rights. But how about the cable subscribers?" asked an official of National Telecommunication Commission in the Cordillera.

PTV-4 Baguio called Skycable and Viacomm to stop the showing of Japanese, Indian and Korean channels which had been regularly showing Olympic sport events since last week and the two cable, companies immediately complied.

A Viacomm employee said he was getting depressed over the phone complaints and text messages he had received in the past days.

"They didn't pass through our office. And we have yet to receive any complaint so we can act on the matter," the NTC official said. "We are waiting for any formal complaint because we are also watching the Games."

Jonathan Llanes, a broadcaster for PTV-4 here, said they received orders from their Manila office to stop the beaming of the games coverage from the foreign channels.

He said Jemah Films had the exclusive distribution rights here for the Olympic Games and was expected to beam it to the PTV-4's local stations.

"In the name of globalization, they swamped us with imported vegetables but with the Olympic sports they were very strict. We are back to martial law when they can control what we watch," said Rogelio Martin, a shop owner at the Baguio City market.

Richard Paraan, a technician for Viacomm, said that they received a letter last Aug. 18 from PTV-4 asking them to stop showing the Olympics. *Frank Cimatu, PDI Northern Luzon Bureau*

BIR issues warrants to 2 Subic firms over taxes

By Allan Macatuno
PDI Central Luzon Desk

SUBIC BAY FREEPORT—Officials of the Bureau of Internal Revenue on Tuesday served warrants of garnishment to two investors here for unpaid excise and value added taxes.

The warrants, signed by Revenue Commissioner Guillermo Parayno, were served at the depository banks of Subic-based companies Asia International Auctioneers Inc. (AIAI) and Subic Bay Motors Corp. (SBMC).

In a statement, the BIR said the move was done to "satisfy the claim of the government in the form of unpaid taxes."

However, investors here, particularly those engaged in vehicle importation and the auction business, condemned the BIR operation, calling it as an "arrogant display of power."

In a separate statement, lawyer Estanislao Cesa Jr., counsel of AIAI and SBMC, said the investors were frightened by the BIR operation.

Cesa said Parayno was imposing excise and value added taxes to freeport investors despite the tax incentives provided by Republic Act 7227 or the bases conversion law.

The law, he said, states that the allowable taxes to be collected from investors should only be 5 percent of gross income. The tax incentive was imposed to lure foreign and local investors to put up businesses in this premier freeport zone, he said.

"The law clearly provides tax incentives which are in lieu of all taxes," Cesa said in the statement.

He said a case is still pending before the Supreme Court and the Court of Tax Appeals to resolve the conflict with the BIR and other revenue collection agencies.

"The BIR should have waited for the decision of these courts before issuing the warrant of garnishment. (This) has virtually (stopped) the operations of the legitimate investors in the freeport zone," he said.

Baguio cabbie returns ₱98,000 left by passenger

BAGUIO CITY—Practically everyone in New York City and in the Philippines have hailed the Big Apple's honest cab driver, Iloilo native Nestor Suplico, for returning expensive pieces of jewelry to his passenger recently.

But no one has taken notice of Baguio's fleet of taxicabs, whose drivers have been living the Good Samaritan example for the past few decades, according to the Baguio City police.

The city's most recent Samaritan is 22-year-old Alex Bosoy, who drove straight to the local police station on Wednesday when he found P98,000, bundled and placed inside a brown envelope, that was left in his cab's rear seats, said Senior Supt. Isagani Nerez, Baguio police director.

Bosoy is the fourth cab driver this year to be cited for honesty, said SPO1 Viyo Hidalgo, the city police's spokesman.

But Hidalgo said a little-known city ordinance had been giving the city's taxi drivers a little incentive for maintaining honesty.

The city registers all local cab drivers and their names end up in a list that the police can access anytime. Cab drivers are also required to post their complete profile in their cab, including their address.

"This way, passengers can always track them down if they leave anything behind. Cab drivers know that," Hidalgo said.

"But this country rarely plays up our local (Good Samaritans). Baguio has always been reputed for having the most honest drivers, even the most forgiving drivers. Our taxi drivers always return even the smallest change. Tourists know that. In Manila, you'd be lucky if (taxicab drivers there) thank you before speeding away with your change," he said.

Bosoy shied away from the spotlight, preferring to give the police credit when his passenger, Carlos Benmaho, 73, got his money back.

But the police already knew Bosoy would return that money as soon as they saw his cab pull up at the station, Hidalgo said. Bosoy's cab is named "Ready to Serve." *Vincent Cabreza, PDI Northern Luzon Bureau*

Group of Maranaos demands closure of hydroelectric power plant

By Rex Ortega
PDI Mindanao Bureau

ILIGAN CITY—There is no love lost between the people of Lake Lanao and the giant National Power Corp. (Napocor).

Where before the Maranaos only asked that they be given special consideration as the owner of the lake that allows the Napocor's hydroelectric power plants to generate power to light Mindanao, now they are demanding the plants' immediate closure.

The reason: It is dangerous to their health.

In a press conference here Tuesday, Bayan Balt, chair of Ranao Claims Against Power Plants (RCAPP), said the power plants were causing floods and landslides that led to loss of lives and livelihood, and damage to property and agricultural products.

The INQUIRER tried to seek comment from Napocor but no official was around to answer Balt's allegations.

Balt zeroed in on infrastructure, particularly dams and dikes, constructed along the Agus River, as the culprits in the massive flooding experienced in Lanao.

The Agus River stretches around 30 kilometers from Lake Lanao in Marawi City in Lanao del Sur to the Ma. Cristina Falls in Iligan City in Lanao del Norte.

Balt said the dams and the Agus 1 tunnel obstruct the free and natural flow of water from Lake Lanao to the Agus River.

He said, Napocor would close the dams during rainy days and this results in flooding of farms.

"This ecological disaster is caused by the Napocor," he said.

Balt said all these would have been prevented had the Napocor complied with the terms and conditions of its Environmental Compliance Certificate (ECC).

He said the Napocor in effect had "abandoned its obligations to protect the lives of our people."

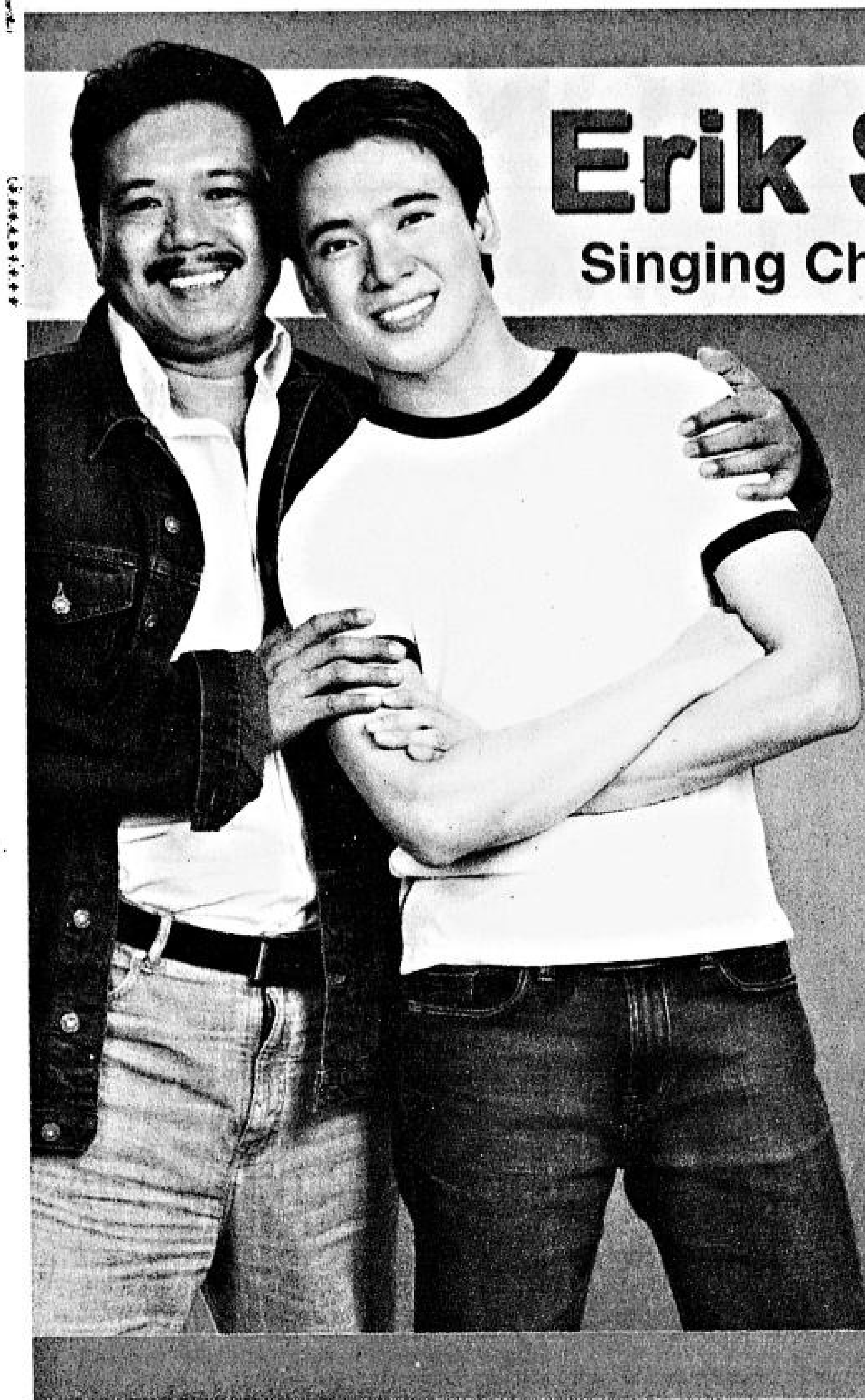
The irregular opening and closure of the regulatory and overflow dams have brought damage and destruction to 60,000 hectares of agricultural lands, Balt said.

This also led to the flooding of homes, Islamic schools and mosques, and the uprooting of over 500,000 Maranaos. Thousands of farmers and fishermen have also lost their livelihood, Balt said.

"What Napocor has done is a technical genocide to eliminate the Maranaos, it is a subtle means of erasing them from this part of the country," a brochure distributed at the press conference at the Ma. Cristina Hotel here read.

Balt said the situation has reached a point where they might have to defend themselves since it is their lives at stake.

He said that they will only sit down and talk with Napocor if it would comply with some of their demands.



Erik Santos:

Singing Champion, Son of an Expat Pinoy

For many years, Erik Santos will be remembered as the young, talented singer who aspired for stardom in a nationwide talent search.

But long before Erik became a singing champion, he was the son of an Expat Pinoy, Mr. Renato Santos. And for Erik, this is a title that he will continue to carry proudly.

Mr. Renato Santos is a construction engineer of a tractor manufacturer in Saudi Arabia. This is a job that Tatay Nato has held on for 22 years.

Erik was barely a toddler when Tatay left for the Middle East to seek a brighter future for his family. Erik is the 2nd of Tatay Nato's and Nanay Lilia's 4 children, and the eldest boy. As the eldest son, it was Erik who felt acutely the separation from his father.

"Mahirap po talaga na malayo si Tatay," relates Erik. "Di lang sa nami-miss namin siya kundi kailangan din namin sana ang kanyang gabay araw-araw."

It is always a happy reunion whenever he comes home for a vacation.

Remittance Blues ni Tatay

Erik relates that while Tatay sends regular remittances, his mother does not always get them on time, "kaya't hirap na hirap si Nanay".

"Dahil po siguro sa delay in processing ng mga remittance or money transfer companies dahil pasalin-salin ang pera bago makarating sa amin", opines Erik.

"Kaya nga po malaking bagay ngayon na may serbisyong BPI Express Remit. Sa simpleng steps 1-2-3, madali kay Tatay magpadala at lalong madali rin para sa amin matanggap ang perang padala,

Higit sa lahat, BPI pa mismo ang magte-text kay Tatay at sa amin ni Nanay na dumating na ang padala, at puwede nang ma-withdraw sa BPI Express Teller ATMs, kahit anong oras at araw."

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ERIK SANTOS

"Iba Pa Rin Talaga Pag Bangko, Gaya ng BPI"

"Eh, business po talaga nila yan, eh, lalo pa BPI", says Erik.

To Erik and Nanay, malaking bagay na walang pag-aalala sa tuwing magpapadala ng pera si Tatay.

BPI recently introduced Express Remit, its online, real-time remittance facility with text alert. As soon as the remitter sends money through any BPI Express Remit Centers and its affiliated tie-up companies, BPI sends the remitter and his beneficiary a text alert telling them that funds have been credited to their account and that the money can now be withdrawn in any of BPI's more than 1,200 ATMs nationwide, any time, any day, whether you have a BPI Express Teller ATM card or the Express Cash card.

The text alert is free of charge and can be received through any of the cellphone companies – Globe, Smart, Touch Mobile, Talk n Text or Sun Cellular.

Doing it the Express Online Way

"Sabi ko nga rin po kay Tatay, mag-enrol kami sa BPI Express Online. Kung mabilis na ang Express Remit, mas mabilis pa ang remittance kung funds transfer from Tatay's BPI Express Teller Account to my Express Teller account.

Yung dollar na kinikita ni Tatay, puwede niyang ilipat from his BPI Express Teller Dollar Savings Account to my BPI Peso Express Teller Account, online, real-time. Malaki pa ang palitan ng dollar to peso sa BPI Express Online," Erik continues.

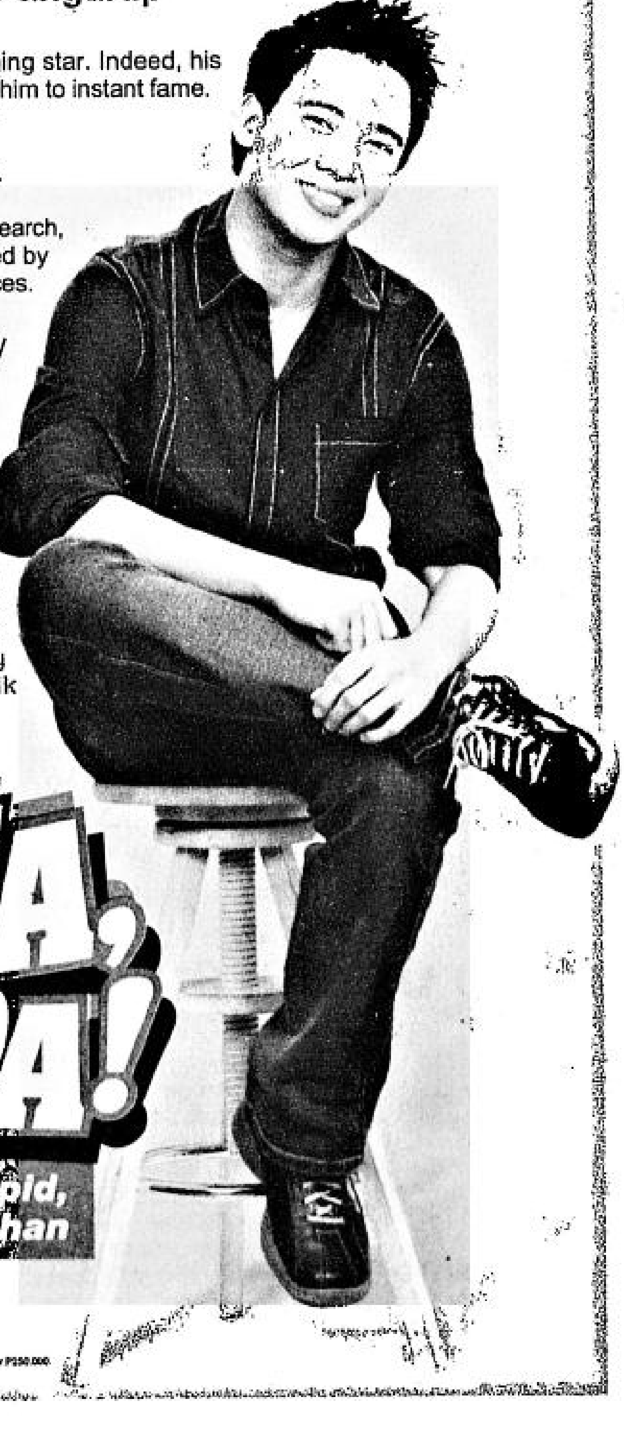
In this case, Mr. Renato Santos can keep his dollars in his account and exchange them to pesos only when he needs to send money to his loved ones in the Philippines, with BPI Express Online's FX facility.

Express Advice for Expat Pinoys: Invest Safely and Wisely

"Sa ngayon po kahit kumikita na rin ako, ang kinikita pa rin ni Tatay sa pagtatrabaho sa abroad ang inaasahan ni Nanay at ng aming pamilya. Sabi po ni Tatay, tulad din niya, importanteng makaipon ako hangga't sikat ako."

For the Expat Pinoys, BPI has services that go beyond remittances. BPI has a full program of personal financial planning and management for all Filipinos, working or living abroad – the BPI Expat Pinoys Program. This includes helping them get auto and housing loans, even insurance plans. Its mission is to help our kababayans achieve their dreams and aspirations – the very reasons for which they leave the country in search of the proverbial greener pasture in a foreign land.

Abutin Mo ang Iyong Pangarap



Erik dreamt of becoming a singing star. Indeed, his talent and perseverance catapulted him to instant fame. From here, he continues to dream.

"I believe in dreams," says Erik.

After winning the national talent search, Erik feels that dreams can be fulfilled by making the right decisions and choices.

"Ang advice ko sa family at mga beneficiaries ng Expat Pinoy is to try out BPI Express Remit service."

"Buti na lang, may bangkong tulad ng BPI ngayon. May sigurado nang gagabay sa mga Expat Pinoys na tulad ni Tatay upang maabot din nila ang kanilang mga pangarap." Erik ends.

EXPRESS NA, BANGKO PA!

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12M Filipinos living in extreme poverty–ADB

From page A1

THE IMPOVERISHED now include caretakers at Manila's Chinese Cemetery, who have lost their jobs and been barred from the premises. In English, the placard reads: "Justice for the poor." AP

continue to do battle with poverty despite its significant economic gains.

It said the number of people surviving on less than $1 a day—the internationally accepted minimum level of private consumption—totaled about 690 million, or 21.5 percent of the region's population based on 2002 figures.

In the case of the Philippines, the incidence of extreme poverty had declined from 19.7 percent in 1990 to 15.2 percent.

But while the country's latest percentage share of those languishing in extreme poverty was lower than the regional average, it was still one of the highest in Southeast Asia next to Laos' 30.4 percent and Cambodia's 34.2 percent.

According to the ADB report, Indonesia had a much lower extreme poverty rate of 7.5 percent.

Thailand and Malaysia had an even better record of 2.2 percent and 0.2 percent, respectively. Even Vietnam posted a lower rate of 13.1 percent.

The estimated extreme poverty rate in the Philippines accounted for about 46 percent of the 34-percent portion of the population identified to be living below the national poverty line.

Official poverty lines in the Philippines are estimated by the National Statistical Coordination Board, whose methodology starts with the computation of a food threshold (or food poverty line), the income needed to pay for the cost of basic food requirements.

Measuring poverty

"Clearly, fighting poverty is developing Asia's most important challenge," said ADB chief economist Ifzal Ali.

He said the measurement of poverty was "a vital tool in helping to address poverty issues."

The ADB noted that the number of Asians living in extreme poverty had actually fallen to 688 million in 2001 from 921 million in 1990.

But that figure was misleading because there were many living on just slightly more than $1 a day, the ADB said. For example, 7.5 percent of Indonesia's population lives on less than $1 a day, but 52 percent survives on less than $2 a day, it said.

The ADB said 93 percent of the extremely poor in developing Asia was in India (357 million), China (203 million) and other South Asian countries (77 million).

But despite the large numbers of the impoverished, it said the region had made considerable progress in the fight against poverty.

At the aggregate level, the incidence of extreme poverty declined from 34.3 percent to 21.5 percent, and the number in extreme poverty dropped by 233 million during the period in review.

But this success masked substantial differences among countries, the report noted.

China represented almost 174 million, or 75 percent, .of the decline of 233 million in extreme poverty, while Southeast Asia witnessed a fall of 48 million poor.

Unfortunately, the report concluded, the performance of South Asia in terms of poverty reduction was weaker, as the number of people living on less than $1 a day was reduced by only 14 million.

Equitable growth

The report said the driver of rapid poverty reduction in Asia had been economic growth.

It stressed that policies should be geared in that direction to further cut the number of poor people in the region, but that the growth should be equitable among the various sectors and geographical areas of a country.

On the prospects of reducing poverty, the ADB used the links between growth, distribution and poverty history to assess the prospects for poverty reduction over the next decade in developing Asia.

The best-case scenario projected was that most countries in the region would maintain both the per capita gross domestic product growth rates seen over 1999 to 2003 in the period up to 2015, and the most favorable distribution of income experienced in the past.

Under this scenario, the number of people in extreme poverty is projected to decline from almost 690 million in 2002 to 150 million in 2015 in developing Asia, with 140 million of them living in South Asia.

In the worst of the scenarios considered, per capita growth was one percentage point lower than in the best scenario, and the least favorable distribution experienced in the past was assumed.

In this scenario, the number of people living in extreme poverty was projected to reach 429 million in developing Asia, with 327 million of them in South Asia and 60 million in China.

Protracted fight

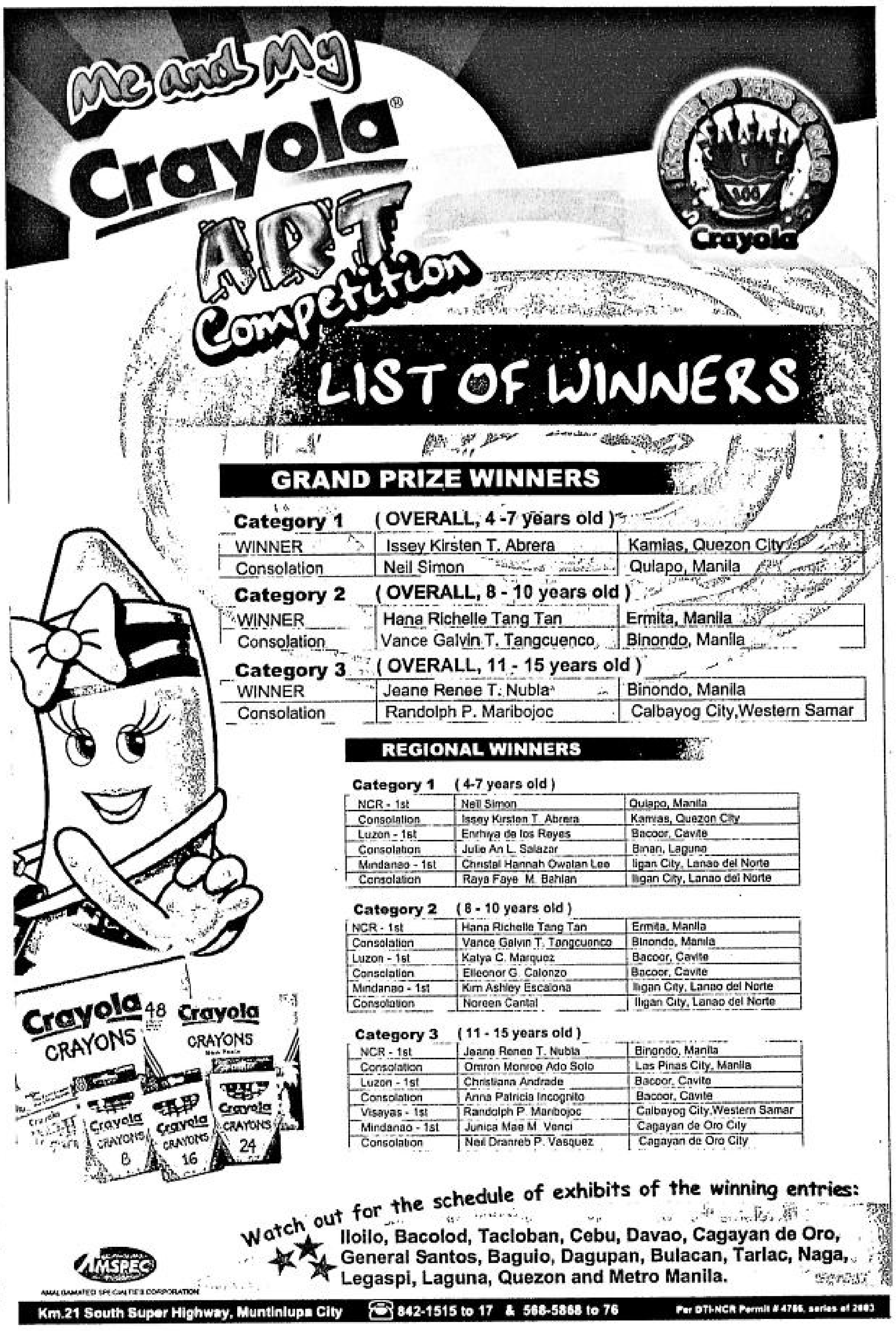
"The insights from the scenarios and Asia's diverse experience with poverty reduction suggest that policymakers must focus on generating high rates of sustainable growth while ensuring that at a minimum, the distribution of income does not worsen to any significant degree," the report said, adding:

"As the scenarios suggest, the fight against poverty in Asia will be protracted."

While China has reduced the number of people living on $1 a day to 203 million from 377 million over the 12-year period, India saw an increase in the ranks of the extremely poor to 357 million in 2002 from 351 million in 1990.

Although both China and India have seen blistering economic growth in recent years, the ADB said very few in either country benefited from the booms.

But the report said the region was still on track to meet the millennium goal of halving poverty by 2015. *Doris C. Dumlao; AP*



Me and My Crayola® ART Competition

LIST OF WINNERS

GRAND PRIZE WINNERS

Category 1 (OVERALL, 4 -7 years old)

WINNER	Issey Kirsten T. Abrera	Kamias, Quezon City
Consolation	Neil Simon	Quiapo, Manila

Category 2 (OVERALL, 8 - 10 years old)

WINNER	Hana Richelle Tang Tan	Ermita, Manila
Consolation	Vance Galvin T. Tangcuenco	Binondo, Manila

Category 3 (OVERALL, 11 - 15 years old)

WINNER	Jeane Renee T. Nubla	Binondo, Manila
Consolation	Randolph P. Maribojoc	Calbayog City,Western Samar

REGIONAL WINNERS

Category 1 (4-7 years old)

NCR - 1st	Neil Simon	Quiapo, Manila
Consolation	Issey Kirsten T. Abrera	Kamias, Quezon City
Luzon - 1st	Enrhiya de los Reyes	Bacoor, Cavite
Consolation	Julie An L. Salazar	Binan, Laguna
Mindanao - 1st	Christal Hannah Owalan Lee	Iligan City, Lanao del Norte
Consolation	Raya Faye M. Bahian	Iligan City, Lanao del Norte

Category 2 (8 - 10 years old)

NCR - 1st	Hana Richelle Tang Tan	Ermita, Manila
Consolation	Vance Galvin T. Tangcuenco	Binondo, Manila
Luzon - 1st	Katya C. Marquez	Bacoor, Cavite
Consolation	Elleonor G. Calonzo	Bacoor, Cavite
Mindanao - 1st	Kim Ashley Escalona	Iligan City, Lanao del Norte
Consolation	Noreen Cantal	Iligan City, Lanao del Norte

Category 3 (11 - 15 years old)

NCR - 1st	Jeane Renee T. Nubla	Binondo, Manila
Consolation	Omron Monroe Ado Solo	Las Pinas City, Manila
Luzon - 1st	Christiana Andrade	Bacoor, Cavite
Consolation	Anna Patricia Incognito	Bacoor, Cavite
Visayas - 1st	Randolph P. Maribojoc	Calbayog City,Western Samar
Mindanao - 1st	Junica Mae M. Venci	Cagayan de Oro City
Consolation	Neil Dranreb P. Vasquez	Cagayan de Oro City

Watch out for the schedule of exhibits of the winning entries:
Iloilo, Bacolod, Tacloban, Cebu, Davao, Cagayan de Oro, General Santos, Baguio, Dagupan, Bulacan, Tarlac, Naga, Legaspi, Laguna, Quezon and Metro Manila.

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Heavy rains trigger floods, close roads

From page A1

PUBLIC SERVICES personnel clean up the debris washed ashore by heavy rains at the Baywalk on Roxas Boulevard.

JIM GUIAO PUNZALAN

mained open to all types of vehicles.

As of press time, all major roads connecting Tarlac to Metro Manila and northern Luzon were impassable.

In Nueva Ecija, a section of the mountain highway linking Cagayan Valley and Central Luzon was closed to traffic on Wednesday night after a landslide blocked a portion of the highway in Barangay Putlan in Carranglan, Nueva Ecija.

The queue of stranded vehicles had extended for more than 30 km along the Santa Fe (Nueva Vizcaya)-San Jose City (Nueva Ecija) road, according to Senior Supt. Felix Caddali, Nueva Vizcaya police director.

At the height of the heavy rains and accompanying floods, a total of 60,240 people were evacuated from their homes, mostly in the provinces of Luzon.

In a report released at 2 p.m. yesterday, the National Disaster Coordinating Council (NDCC) said five people drowned—four of them in Quezon City—and one died in a mudslide in San Mateo, Rizal.

At least two children were killed while a woman was reported missing in Benguet and Pampanga.

In Barangay Banangan in Sablan town, rescue workers said Wilson Rosales, driver of the Baguio Bus Line (BBL) bus, was in critical condition. Witnesses saw the BBL bus racing against another bus while they negotiated a bridge, according to Rafael Valencia, a member of a rescue group.

Also in Benguet, Gloria de Silva was reported missing on Wednesday in Tuba town after she fell into a canal and was swept away by a strong current.

A belated report reaching the OCD said Jessica Tagtag, 7, fell into a creek and drowned on Aug. 24 on her way to school at Barangay Badeo in Kibungan, Benguet.

The towns of Kibungan, Kapangan, Kabayan and Buguias remained isolated because of landslides and erosion, OCD reports said.

Vegetable losses in the province were placed at only 15 percent because "the rains did not start any floods in Benguet farms," said La Trinidad Mayor Nestor Fongwan.

Pedro Rigos, weather observer of the Philippine Atmospheric, Geophysical and Astronomical Service Administration (Pagasa) in Baguio, said rainfall from 8 a.m. Wednesday to 8 a.m. Thursday reached 281.6 millimeters, the highest recorded this year.

The three-day total rainfall since monsoon rains poured over the city on Tuesday was 659 mm.

Central Luzon

Strong rains caused floodwaters to rise up to four feet in several Central Luzon villages.

In Pampanga, 2-year-old Vincent Magpayo drowned in Barangay Pasig in Candaba town.

The provincial board declared Tarlac under a state of calamity after monsoon rains flooded most of the province and destroyed crops and property. About 96,000 hectares of rice farms in the province were flooded.

The Camiling-Bayambang road, the Tarlac-North Luzon road in the La Paz-Zaragoza grid and the Tarlac-North Luzon Road in Bamban were impassable. The Romulo Highway that connects Tarlac to the western portions of Pangasinan was impassable to all types of vehicles.

Policemen were sent to the landslide site in Nueva Ecija to help dig up a delivery truck that was reported buried under mud and rocks on Wednesday night.

Police reports said a road in the boundary of Zaragoza, Nueva Ecija and La Paz, Tarlac, was impassable to light vehicles due to floods. Also impassable to light vehicles was an area at the boundary of Cabiao, Nueva Ecija and Arayat, Pampanga.

At least 19 villages in the coastal towns of Lubao, Masantol and Macabebe in Pampanga were reported flooded.

Residents of Barangay Mandasig in Candaba worked round-the-clock on Wednesday night up to Thursday patching up a scoured dike there with sandbags.

Mayor Jerry Pelayo said the dike, built during the American colonial period, long needed repairs before the rainy season. If this was breached, water from the Pampanga River would have spilled over to the towns of San Luis, San Simon, Sta. Ana and Mexico.

Dr. Renato Solidum, director of the Philippine Institute of Volcanology and Seismology, said no *lahar* flow was monitored in Pampanga, Tarlac and Zambales the past two days.

In Bataan, at least 1,810 families in six villages in Hermosa town were evacuated as floodwaters rose to three to four feet.

In Dinalupihan town, 1,820 families from 10 flooded villages were evacuated to the Dinalupihan civic center and public schools.

In Bulacan, at least 46 barangays in eight towns and the City of Malolos were under one to three feet of floodwater.

The water level at the Angat Dam increased to 183.30 meters yesterday. Farmers and agriculture officials in the province welcomed the strong monsoon rains, saying their farmlands would now be irrigated despite the lack of irrigation water coming from Angat Dam.

Gloria Carillo, chief of the provincial Department of Agriculture here, called the rains a "miracle and an answer to the prayers" of farmers.

In Olongapo City, at least 14 families living along a riverbank in Barangay Old Cabalan were evacuated to the barangay hall due to heavy rains and the high tide on Wednesday.

Angelito Layug of the Olongapo Rescue Team said water in the Kalaklan River rose and damaged property in the village.

Barangays Mabayuan, Sta. Rita, New Ilalim and West Bajac-Bajac and part of the public market were flooded on Wednesday, reports said.

Pangasinan, Ilocos

In Pangasinan, monsoon rains and high tide spawned widespread flooding that affected more than 100 villages in 16 towns and two cities.

Rainfall in the province from 9 a.m. Wednesday to 9 a.m. Thursday reached 348 mm, according to the Agno Flood Control Forecasting Center.

Weather observer Jose Estrada said the rainfall that day was the highest 24-hour rainfall recorded in Pagasa's Sta. Barbara weather station this year. The figure, however, was lower than the highest daily rainfall (722.6 mm) recorded on May 27, 2003.

Records of the Pangasinan Disaster Coordinating Council said the Calasiao-San Carlos, Calasiao-Malasiqui, Mangaldan-San Fabian, Mangaldan-Manaoag, Urdaneta (Maharlika)-Baguio City and Sta. Barbara-Urdaneta City roads were impassable to light vehicles.

Officials of the San Roque Dam in San Manuel, Pangasinan, assured flood-prone towns in the downstream of Agno River that the water level in the reservoir was very manageable despite the continuous rains.

William Connell, plant manager of the San Roque Power Corp., said the water level at the dam was 278 meters on Thursday, up from 269.6 meters on Wednesday. "We cannot release water even if we want to," he said.

Strong rains increased the water levels in the reservoirs of the Binga and Ambuclao dams in Benguet to their critical levels, prompting Napocor to release water at 7:15 a.m. on Thursday.

Residents and officials of Pangasinan towns along the Agno River complained that flooding in their areas was aggravated by the release of excess water from San Roque and other dams in upland Benguet whenever there were typhoons and strong rains.

But San Roque officials said they could not be blamed for the flooding because there were many river systems other than Agno that go down to Pangasinan and could have caused the flooding.

Connell said the San Roque reservoir, in fact, catches the water released from Binga and Ambuclao dams.

In Ilocos Sur, classes in all levels in Candon City were suspended on Thursday due to the monsoon rains. ***Reports from Frank Cimatu, Yolanda Sotelo-Fuertes, Melvin Gascon, Vincent Cabreza and Leoncio Balbin Jr., PDI Northern Luzon Bureau, and Tonette Orejas, Jo Clemente, Carmela Reyes, Anselmo Roque, Greg Refraccion and Allan Macatuno, PDI Central Luzon Desk***

AT A GLANCE

Typhoon effects
(Jan.-July 14, 2004)
No. of typhoons: **10**
Families Affected: **245,485**
Persons affected: **1,172,003**
Dead: **99**
Injured: **77**
Missing: **32**
No. of houses damaged:
Total **15,641**
Partial **90,796**
Damages to property:
Agriculture **P1.49 billion**
Infrastructure **P1.31 billion**
Private **P40.92 million**

SOURCE: OFFICE OF CIVIL DEFENSE

Pagasa expects more heavy rains over the weekend

From page A1

was moving northwest at 15 kph.

Contrary to expectations, Chaba—described as a super typhoon—did not enter the Philippines yesterday, thus did not necessitate any storm warnings from the Philippine Atmospheric, Geophysical and Astronomical Services which issued only a regular forecast of heavy rains and thunderstorms over western Luzon.

Satellite images showed Chaba's cloudy swirl just brushing the northwest corner of the Philippine area of responsibility grid on a path toward southern Japan.

"Chaba's movement did not maintain its westward direction (for it to enter the country) but its presence will sustain the flow of the southwest monsoon which began with Marce," said Nathaniel Cruz, the Pagasa weather division chief.

But since Chaba has not directly hit the archipelago unlike Marce, "we can expect the rains to be not as intense," Cruz explained.

Volt Contreras

Jailed ex-HK socialite now back in Manila

From page A1

Lam, she said, especially for fellow Filipinos—2,856 at the latest count—languishing in jails abroad.

"I will fight for their rights. There so much pain and suffering in prison," she said.

Bittersweet homecoming

Coady was welcomed at the Ninoy Aquino International Airport by family and friends from Manila and from her hometown of Sta. Cruz, Zambales. Her first stop was a church in Guadalupe to pray for her father who died last year.

On the other hand, she was reunited with her 29-year-old son, Reynaldo Campos Jr., whom she had not seen in nine years.

Only 10 years ago, Baby Bueno was on top of the world.

She had struggled up the social ladder, first as a ramp model and eventually as a promoter of shows featuring designs by Louis Vuitton, Christian Dior, Nina Ricci and Balenciaga.

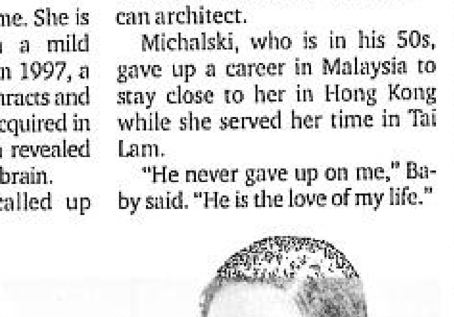
"What I promoted, I wore," she recounted

From promoting fashion, she proceeded to promote the arts, music and dance, via projects that benefited charity organizations such as Caritas and Operation Smiles.

In 1994, working with socialite Rose Marie Arenas, Coady bought to Manila the works of Russian painter Yuri Gorbachev. Proceeds of the exhibit went to Arenas' Padre Pio Foundation.

'HIGH FLYER': Baby Bueno-Coady at a Hong Kong charity with former Gov. Chris Patten

IN 1996, with then Sen. Macapagal-Arroyo and Villa de Guia



IN 1994 with Vice President Joseph Estrada

High flyer

The following year, she raised HK$1.3 million for the benefit of Chinese soldiers employed by the British Army. "I became close to [Hong Kong] Gov. [Chris] Patten because of that," she said. "The Duchess of Kent was my patroness."

For the 1996 Asia Pacific Economic Cooperation meet in Manila, Coady put together an exhibit of portraits by Rupert Jacinto at Makati's New World Hotel. She recalled that during the Argentinian tango exhibition that she also organized as an Apec sideshow, she was seated beside then Sen. Gloria Macapagal-Arroyo, who was the guest of honor.

"I was a high flyer," she said.

Sex slave

Meanwhile, she had drifted away from her husband, British oil executive Jack Coady whom she had met and married in Singapore in 1980. It was also in Singapore that Jack built a palatial home for Baby and her son Reynaldo. In 1991, Jack returned to England after Baby promised to follow. She never did.

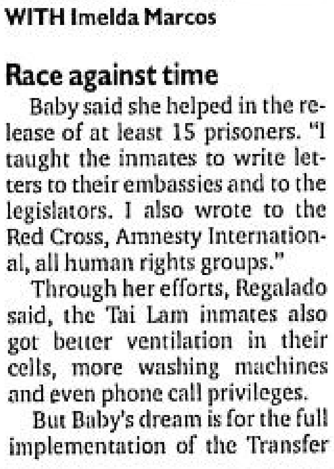
In 1995, she met Weil in Manila. "He was sweet, he sent me flowers," Baby recalled. They travelled together promoting art shows, and shared a flat in Hong Kong while intermittently commuting to Singapore and Manila. "[But] he changed quickly," she said. "He wanted to make me a sex slave."

On Dec. 18, 1997, Weil died in a Hong Kong hospital of a single stab wound. Baby was charged with the crime, convicted, and meted out a life term in March 1999.

"I was determined to fight for my innocence," she said. She worked on her own appeal and never stopped until it was clear that she was going to be released.

In 2000, her sentence was commuted to 10 years.

"She questioned every rule in prison, and the answers proved favorable to the detainees," according to Connie Regalado, chair of Migrante, an organization of overseas Filipino workers.



WITH Imelda Marcos

Race against time

Baby said she helped in the release of at least 15 prisoners. "I taught the inmates to write letters to their embassies and to the legislators. I also wrote to the Red Cross, Amnesty International, all human rights groups."

Through her efforts, Regalado said, the Tai Lam inmates also got better ventilation in their cells, more washing machines and even phone call privileges.

But Baby's dream is for the full implementation of the Transfer of Sentenced Prisoners Agreement, which would allow convicts to serve their jail terms in their home countries.

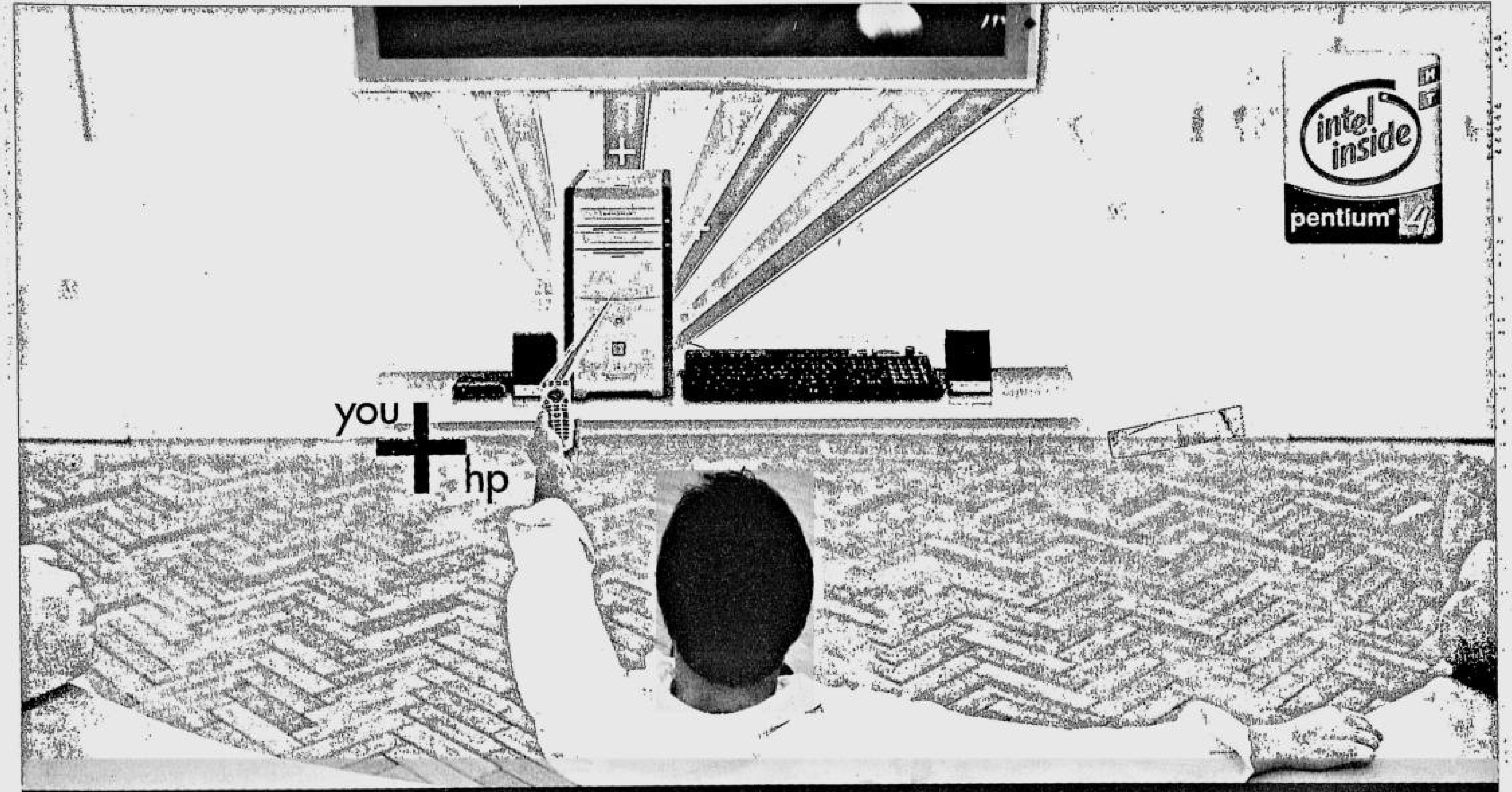
She's racing against time. She is slightly paralyzed from a mild stroke that she suffered in 1997, a chronic ear infection, cataracts and tuberculosis, which she acquired in prison. A recent CT scan revealed she also had a cyst in her brain.

On Tuesday, Baby called up her estranged husband to finalize their divorce papers so she could marry her new boyfriend, Matthew Michalski, an American architect.

Michalski, who is in his 50s, gave up a career in Malaysia to stay close to her in Hong Kong while she served her time in Tai Lam.

"He never gave up on me," Baby said. "He is the love of my life."

AT HK airport on Aug. 21 with RP Consul General Corazon del Monte



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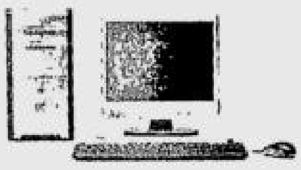
HP recommends Microsoft® Windows® XP Professional.



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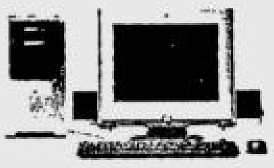

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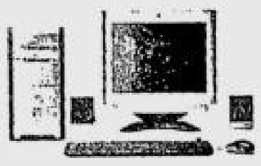

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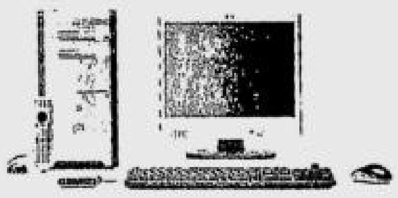

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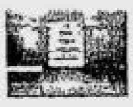

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GMA prods solons on pork cut

From page A1

themselves together to transform our country and bring it back in shape," Revilla said in a statement.

He said a one-year moratorium on the PDAF of all senators would generate P5 billion in savings, which would "help the government achieve its objective to find concrete measures to fend off the budget crisis."

But in the House, resistance has broken out against proposals to totally scrap or cut the PDAF by half.

Seeking to find a middle ground, Speaker Jose de Venecia Jr. is convening a majority caucus next week to start "building a consensus" to slash the pork barrel by only 30 percent.

This means that congressmen will each have to make do with P45 million, down from P65 million.

The pork barrel consists of government funds allocated for the lawmakers' pet projects. It has become known as a source of kickbacks for corrupt legislators, local officials and private contractors.

'Sacrifice'

"I appreciate the sacrifice made by our senators in offering to cut their respective development funds," the President said in a statement, referring to the nine senators who had earlier signified their intention to waive half of their PDAF to help the national government.

"We understand the need of legislators for resources to serve their constituents, especially the poor and downtrodden, but I am glad that many have begun to balance this need with the equally urgent imperative to sacrifice for the overall national interest," she said.

The President also reminded the legislators of the need to pass new tax measures.

She said the fiscal crisis could be solved by "a partnership of sacrifice between the executive and the legislative."

In the proposed budget for next year, the Office of the President sustained a P213-million cutback.

But Ms Arroyo, who had earlier said that the executive department would take the lead in making sacrifices, made no mention of the funds she could spend on her own social concerns.

On Wednesday, administration Sen. Richard Gordon suggested that Ms Arroyo "lead by example" by slashing her own pork barrel.

Senate Minority Leader Sen. Aquilino Pimentel Jr. yesterday aired a similar call, saying Ms Arroyo should give up her P1-billion discretionary fund, supposedly consisting of the P500-million social fund and the P500-million intelligence fund.

Sen. Ralph Recto, on the other hand, said the move of nine senators to forego half of their pork barrel should spur Malacañang to give up or cut some of its new tax measures.

"Call it a pork-for-tax swap, but the underlying idea is that we are cutting some expenditures, one of which is the pork barrel, in order to cancel the need for new taxes," Recto said.

"We cut the pork but you tax them not, or at least tax them softly," he added.

A militant party-list group does not want the pork barrel abolished, only reduced.

Pro-people spending

Bayan Muna Rep. Teodoro Casiño said his group had found a way for a "pro-people" spending of the notorious allocation.

The three Bayan Muna representatives had allocated P3 million of their pork barrel from the 12th Congress to building a three-story student activity center on the Polytechnic University of the Philippines campus in Sta. Mesa, Manila.

The center's inauguration scheduled yesterday had to be postponed because of the bad weather.

Casiño said his group gave priority to PUP because it was among the state colleges and universities that suffered the biggest budget cut in the last decade.

"Although Bayan Muna will not oppose current proposals to cut legislators' allocations by half in order to rein in the budget deficit, we would like to show to the public how these funds can be effectively tapped for the direct benefit of the people," he said. "This project is one logical reason why the pork barrel need not be abolished, despite the raging fiscal crisis."

He added that if Malacañang insisted on drastic measures to prevent a full-blown fiscal crisis, it should instead cut down on debt payments, which would amount to P695 billion next year.

Casiño also opposed Malacañang's plan to slash the IRA of local governments. He warned that many community hospitals and health centers could close down as a result.

Hurting the people

Representatives Jacinto Paras (LDP, Negros Oriental) and Rozanno Rufino Biazon (LP, Muntinlupa) said scrapping or cutting the pork barrel would hurt the people, not legislators.

"We can scrap the pork barrel provided we go into line budgeting," Paras said, airing a proposal that could mean Congress would never get to finish deliberations on the 2005 budget.

Line budgeting means that Congress will have to identify all projects and funding requirements up to the last peso and centavo.

"This means that if I need a farm-to-market road in a barangay in my district, this will be identified in the budget," Paras said.

Biazon said: "If the pork barrel is altogether scrapped, then the suffering of our constituents in the face of the national fiscal crisis will only be worsened.

"The use of congressional allocations for social services ... make life a little less unbearable for our people."

House Majority Leader Rep. Prospero Nograles (Lakas, Davao City) said he was amenable to a cut "as long as we in Congress do not lose the power to identify the projects in our districts for our constituents."

Deputy Speaker for the Visayas Rep. Raul del Mar (Lakas, Cebu City) said the concerns of constituents were best addressed by congressmen themselves.

"We know our constituents best," he said.

Doable

Senate Majority Leader Francis Pangilinan said it would be easier to rally senators to a 50-percent cut.

Pangilinan, who, along with Recto, authored the Senate resolution calling for a 50-percent cut of the senators' PDAF for the next budget year, said his proposed cut was "doable and achievable" compared to Sen. Panfilo Lacson's challenge for all senators to give up the entire fund.

"One hundred percent is ideal but unrealistic at this point given the situation of some of our colleagues who have already committed part of the PDAF to numerous requests nationwide coming from the electorate," Pangilinan said in a text message.

Pangilinan and Recto are among the nine senators who have agreed to forego 50 percent of their PDAF for next year.

But Lacson, who has done without his pork barrel since 2002, dared his colleagues on Wednesday to follow his example. He said that if all lawmakers gave up their PDAF, this would provide the government P20 billion in savings.

Reacting yesterday to Pangilinan's statement, Lacson told the INQUIRER that his challenge was doable.

"It can be done because I've done it," he said. *With reports from Dona Z. Pazzibugan, Michael Lim Ubac, Christine O. Avendaño and Cynthia D. Balana*

2005 budget P46B higher than last year

By Juliet Labog-Javellana

THE PROPOSED 2005 budget, higher by 5.3 percent or P46 billion than this year's P861.6 billion outlay, is focused on job creation and fiscal discipline, Budget Secretary Emilia Boncodin said yesterday.

Boncodin said President Macapagal-Arroyo was asking members of Congress to regard the proposed budget "with the foresight of statesmen working for the future of this nation."

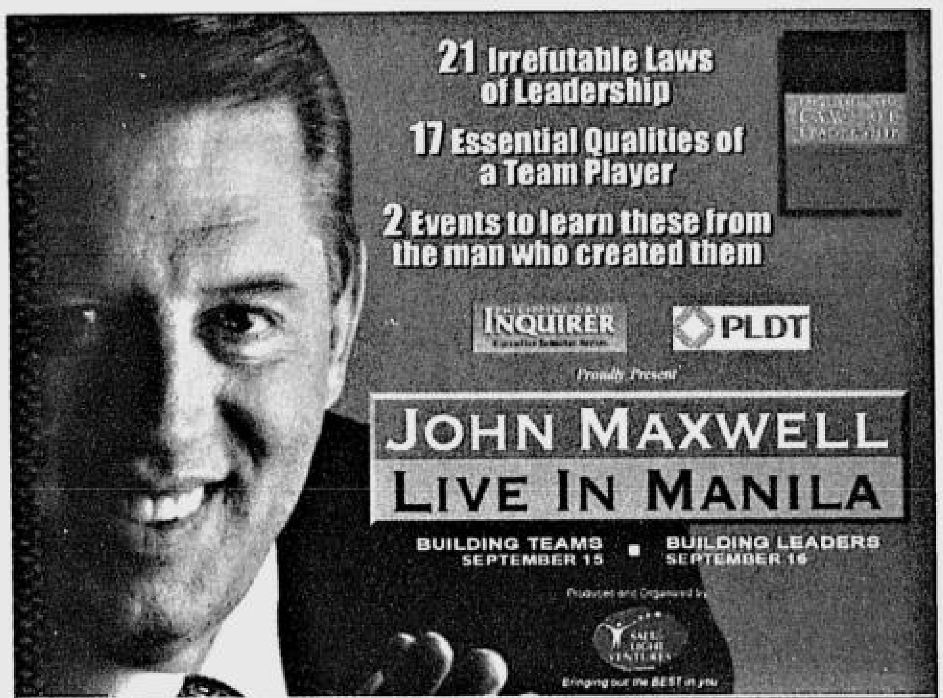
Some 33 percent of the budget is allotted for interest payments on the P4.1-trillion debt, and P151.6 billion for the Internal Revenue Allotment, or the tax share of local government units.

According to Boncodin, social services will eat up 44 percent of the budget; the economic sector, 23.7 percent; general public services, including public order and safety, 22 percent and defense, 9.9 percent.

She said the social sector budget included P200 million for the modernization of new treatment and drug rehabilitation centers; increased premium subsidy for indigents under the National Health Insurance Program from P500 million to P750 million; P777.5 million for the Kapit-Bisig Laban sa Kahirapan-Comprehensive and Integrated Delivery of Social Services; P214 million for the health department's Murang Gamot project to set up 5,000 "Botika sa Barangay"; P337 million for electrification projects in 250 barangays and an increased allocation to the environment department to revitalize the mining industry.

The top 10 recipients of the budget are the departments of education, P111 billion; public works, P49.5 billion; defense, P46.2 billion; interior, P43.9 billion; agrarian reform, P14.7 billion; health, P10.3 billion; transportation, P8 billion and finance, P6.8 billion.

State universities and colleges were allocated P16.8 billion; the judiciary, P8 billion, and the Autonomous Region in Muslim Mindanao, P7.1 billion.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Limits urged on subsidies, loans by gov't-owned firms

From page A1

proval of the National Economic and Development Authority-Investment Coordinating Council for their spending and borrowing.

"The GOCCs have become the black hole that sucked government revenues from more pressing social and capital services in the past years," said Salceda, who blamed the GOCCs' profligate spending and borrowing for pushing the government into the midst of a financial crisis.

Salceda said that the ballooning of the GOCC debts had been largely unnoticed because these were made off-budget. Napocor's losses were so massive that they camouflaged the losses of other GOCCs; the government had become the repository of GOCC losses because of automatic appropriations under Presidential Decree No. 1177, and the government assumed all debts of failed GOCCs.

Blank check to spend

Salceda also cited the Build-Operate-Transfer Law (Republic Act No. 7718) and the Official Development Assistance Law (RA 8182) for virtually giving the GOCCs a blank check to spend and borrow on the national government's account.

Aside from Napocor, Salceda cited 13 other nonfinancial GOCCs whose spending ways should undergo closer scrutiny by Congress.

These are Philippine National Oil Co., Metropolitan Waterworks and Sewerage System, National Irrigation Administration, National Development Co., Light Rail Transit Authority, Local Water Utilities Administration, National Electrification Administration, National Housing Authority, Philippine National Railways, Philippine Ports Authority, National Food Authority, Philippine Economic Zone Authority and Home Guaranty Corp.

In his study, Salceda noted that GOCCs accounted for 37 percent of the P2-trillion increase in the government's total debt from 1997 to 2003, with 43 percent accounted for by the national government and 19 percent due to the depreciation of the peso.

Of the more than P5 trillion in total debt of the public sector, P2 trillion was accounted for by GOCCs.

Aside from a congressional initiative, Salceda said President Macapagal-Arroyo should do her share in curbing the GOCCs' borrowing appetite by establishing an independent body that would supervise and control the operations of GOCCs and implement reforms.

These changes include prescribing specific duties for the President's appointees to the GOCC boards of directors, imposing a moratorium on the establishment of GOCC subsidiaries, and rationalizing the GOCC compensation system.

In a paper warning of economic collapse in two to three years unless the government reined in the budget deficit and the debt, 11 professors from the UP School of Economics pointed out that the debt attributed directly to the national government stood at P3.36 trillion at the end of 2003, or 78 percent of gross domestic product (GDP). The GDP is the value of all goods and services produced in the country.

At 78 percent of GDP, Salceda said the Philippines would just be a little off the 70 percent debt-to-GDP average ratio for Asia.

The UP economists, however, noted that the inclusion of the GOCCs' obligations would push public sector debt up to 130 percent of GDP.

Unmanageable debt

Salceda said the debt had become unmanageable because even the full year income of the government would not be enough to wipe out the country's debt.

To avert a fiscal collapse, the UP economists proposed that the government limit the burden of servicing off-budget liabilities to only 1.5 percent of GDP through price-and-fee adjustments, cost-cutting and pay cuts in the GOCC managements.

Salceda said that this proposal meant reducing the subsidies for GOCCs, specifically Napocor.

Salceda said that in solving the fiscal crisis, the executive department's biggest contribution would be its political will to enforce the P1.82-kilowatt per hour rate hike of Napocor. The rate increase will yield P60 billion in additional revenues.

Earlier, Salceda suggested that the President reduce the internal revenue allotment (IRA) for local government units to help ease the budget deficit.

Massive layoff

Senate Minority Leader Aquilino Q. Pimentel Jr. said the proposal to withhold the release of P20 billion in IRA would "devastate" the country.

Pimentel said it could result in the massive layoff of government employees and the suspension of various infrastructure projects being constructed in 79 provinces, 115 cities and 1,495 municipalities around the country.

For every P1 collected by the government, the LGUs receive 40 centavos. Under the reenacted budget for this year, the total IRA share of LGUs is only P141 billion.

Adopting Salceda's proposed P20-billion diminution (14.18 percent slash on the IRA share of every LGU), the IRA share would be reduced to only P121 billion, said Pimentel.

Those to be drastically affected by the proposal are the Batanes towns of Ivana, Mahatao and Uyugan, all receiving a measly P9 million this year, and Sabtang, P10.8 million.

The other towns receiving the lowest IRA share—about P11 million—are Tunga, Leyte; Guinsiliban, Camiguin; Turtle Islands, Tawi-Tawi; Bucloc, Abra, and Carasi, Ilocos Norte.

The more affluent LGUs get the lion's share of the IRA—Quezon City, P1.4 billion; Davao City, P1.39 billion; Manila, P1 billion; Cebu province, P902 million, and Caloocan City, P802 million. Makati, the nation's financial capital, receives P413 million.

"The local government units (LGUs) cannot afford the hefty cut in their internal revenue allotment because this money is already allocated for their programs this year. If the national government will impose the IRA cut, the finances of the LGUs will be turned upside down and, ultimately, it is the people at the grass roots who will be hurt," said Pimentel. *With a report from Michael Lim Ubac*

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Officials resigned to deeper flooding

By Edson C. Tandoc Jr.

FLOODING is now accepted as a normal occurrence in northern Metro Manila. But a higher than usual tide and heavy rains are expected to test residents' patience.

At 7:49 a.m., the tide is projected to rise to 1.6 meters, which is higher than the usual 0.7 to 1.4 meters above sea level.

Heavy rains spawned by typhoon Marce may lead to deeper flooding.

And if water is released from La Mesa Dam, residents near the Tullahan River could experience flooding worse than that which hit them over the past two days, said Malabon City information officer Abbi Balatbat.

On standby

The city has put up rescue teams on standby as officials keep a close watch on residents in barangays Maysilo, Tinajeros, Catmon and Dampalit.

In Navotas, more than 30 families living in shanties near the Manila Bay in Barangay Sepac Almacen were evacuated to the Bagumbayan Elementary School early yesterday morning.

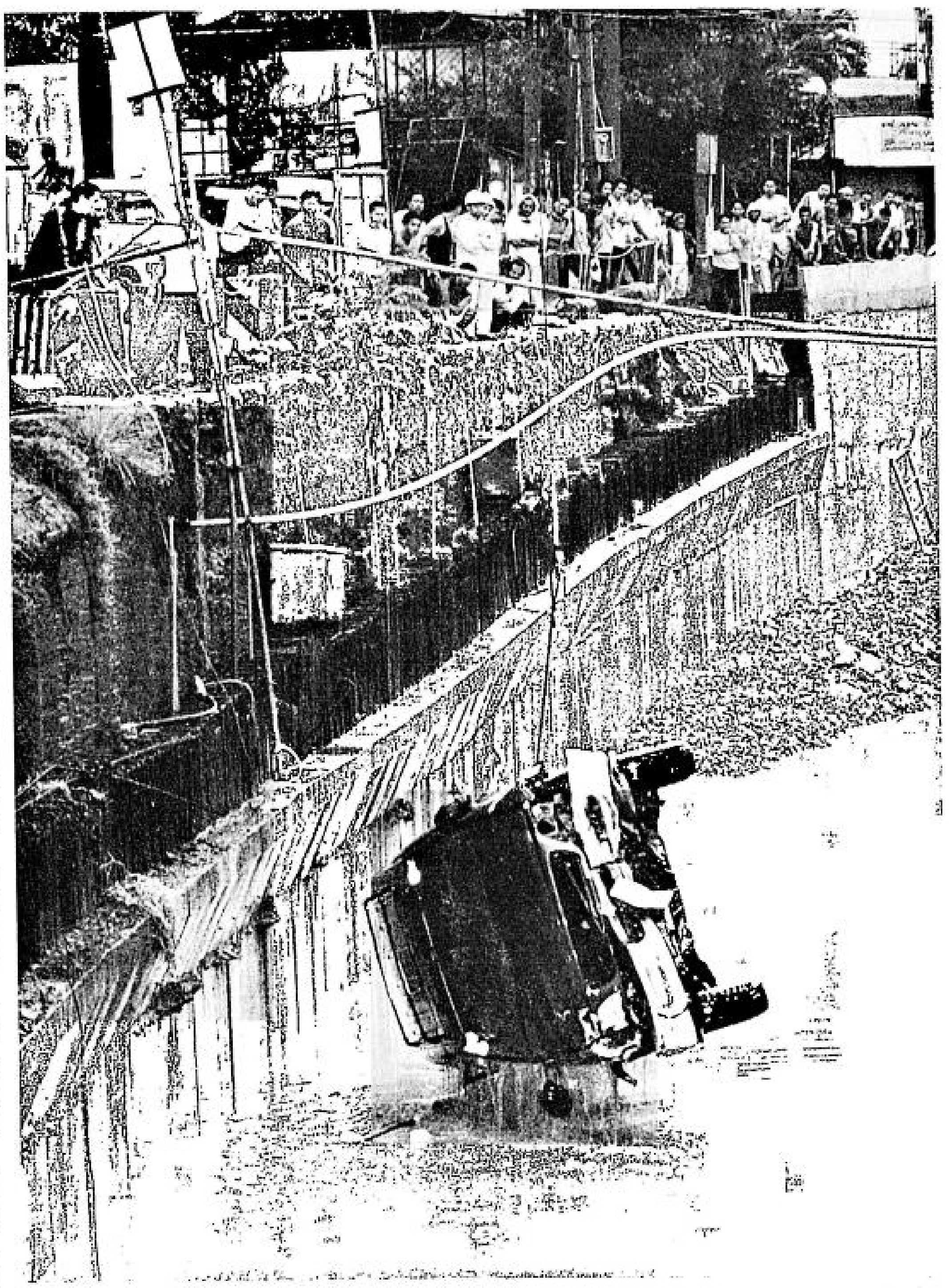
Lualhati Ginto, 45, said big waves had been crashing into their homes since the other day.

In Barangay Tanza, a portion of a private fishpond collapsed, causing flooding in the streets, said Mayor Toby Tiangco.

Malabon and Navotas officials advised people to stay at home and wait for updates on the flooding situation.

Over in Manila, the flood that submerged major roads subsided yesterday and brought traffic back on the streets.

Vandolph, girlfriend in car crash



A SALVAGE crew lifts Vandolph's Ford Expedition that fell into a pit along Katipunan Avenue near Boni Serrano in Quezon City. AUGUST DELA CRUZ

By Tina G. Santos and Marinel R. Cruz

IT LOOKED like a rerun, except that this was for real.

Yesterday, television actor Vandolph Quizon, son of comedian Dolphy by actress Alma Moreno, and five other persons, including his girlfriend, were hurt in a car accident in Katipunan, Quezon City.

Three years ago, Vandolph had figured in a similar mishap that killed then girlfriend Desiree Raquiza and a truck driver.

Vandolph, 20; his girlfriend Jennifer Soliman, 19; Rocky Quizon, 22; Auxellano Soliman; and Allan Araza, were rushed to the Quirino Memorial Medical Center for treatment.

Orlando Sahun of the Metro Manila Development Authority rescue team, was also hurt after he was hit by the crane hook of the truck used to retrieve the actor's van.

Police said Vandolph and his companions on board the actor's Ford Expedition were on their way to White Plains at 3:30 a.m. when the accident occurred.

Nene Riego, Vandolph's talent manager, said the victims were immediately discharged after being treated in the hospital.

"They're safe," Riego told the INQUIRER. "Vandolph wasn't drunk. They just ate dinner at Eastwood where they came from."

Initial police investigation showed that Vandolph was at the wheel at the time of the accident. His car had bumped a Honda Civic driven by Vincent Adil, of Marx Street, Filinvest, before it plunged into the pit of a construction site near the corner of Katipunan and Boni Serrano Avenues.

The pit was part of an ongoing underpass construction project.

"Vandolph said they weren't even driving fast. The strong rains added to the almost zero visibility," said Riego.

In November 2001, the actor was also involved in a similar accident when the pickup he was driving crashed into a truck in Binalonan town, Pangasinan. His girlfriend, Desiree, in a coma for a month, died later. *With PDI Research*

French doctor nabbed for illegal practice

By Christian V. Esguerra

A FRENCH doctor was arrested Wednesday for allegedly practicing medicine in the country without a proper license.

Dr. Pierre Ciero was caught inside his clinic in Bel-Air Village in Makati City while about to perform lyposuction on two police agents, said a statement by the Criminal Investigation and Detection Group (CIDG) director.

CIDG director Chief Supt. Arturo Lomibao said his men set up an entrapment operation against Ciero in response to a complaint by Dr. Encarnacion Legaspi, president of the Makati Medical Association.

Legaspi wanted to know if Ciero had been allowed by the Philippine Medical Association to operate his Clinic D' Esthetique.

According to the CIDG, a subsequent check showed that the French doctor was "practicing medicine without proper permission" from the Professional Regulations Commission.

Bel-Air watchmen said Ciero had been operating his clinic for a year now. *With a report from Margaux Ortiz*

Jeep groups defer fare hike plea

By Clarissa S. Batino

JEEPNEY groups yesterday set aside plans to file a new fare increase petition and chose to wait for the result of ongoing talks with oil companies for them to avail of a P1 per liter discount on fuel.

A meeting among transport groups, LTFRB Chair Maria Elena Bautista and Executive Secretary Eduardo Ermita is scheduled on Sept. 2.

In this meeting, leaders of jeepney groups said they would seek to resolve issues like a moratorium on increases on terminal and parking fees, granting of franchises, prevalence of "kotong" cops (cops who mulct) and fake third-party licenses.

"We will not file it on Monday," said Zenaida Maranan, president of the Federation of Drivers and Jeepney Operators of the Philippines (Fejodap), referring to a joint petition for a P1 fare hike.

Fejodap is leading five jeepney groups in a plan to seek the fare hike.

Joining Fejodap are the Pinagkaisang Samahan ng mga Tsuper at Opereytors Nationwide (Piston), the Philippine Confederation of Drivers Organization-Alliance of Concerned Transportation Operators (PCDO-Acto), the Makati Jeepney Operators and Drivers Association (Mjodap), and the Alliance of Transport Drivers Association (Altodap).

The transport groups said their plan was a result of the price of diesel reaching P21 per liter.

However, Maranan noted that some Petron dealers were still selling diesel at P20.65 per liter.

Maranan and other jeepney leaders are negotiating with Petron for a P1 discount on diesel.

Sources said Petron dealers could grant a 45-centavo to 60-centavo discount per liter. "The parent firm could give an additional discount to complete the P1 per liter that transport groups need," a source said. In exchange for the discount, jeepney groups could get their fuel exclusively from Petron stations.

An estimated 90,000 jeepneys ply Metro Manila roads daily with each jeepney consuming about 30 liters. This amounts to about 2.7 million liters of fuel a day.

"Some dealers make money on volumes. So they can give up some of their mark up in exchange for higher volumes," said a source.

Efren de Luna, president of PCDO-Acto said that while other groups were talking with Petron, his group was negotiating with Fil Oil.

Fil Oil is owned by the Flying V of the Villavicencio family.

Gossip led watchman to kill 3

By Edson C. Tandoc Jr.

A WATCHMAN who had gotten tired of gossip about him allegedly spread by his neighbors decided to cut the idle talk by shooting dead a couple.

But first, Ernesto Taylor, 27, allegedly killed a fellow watchman in Montalban, Rizal, who had refused to lend him his gun.

With the weapon, Taylor proceeded to hunt down his neighbors in Caloocan City.

Carlos Montano Sr., 67, died of a gunshot wound in the head allegedly inflicted by Taylor. His wife, Juarlita, 57, was also shot in the face.

Their son, Darwin, 26, also sustained several gunshot wounds and is undergoing treatment at the Quezon City General Hospital, Caloocan City Police investigation chief Romeo Onte told the INQUIRER yesterday.

The couple's youngest son told the police he was sleeping outside their house in Barangay 162, Sta, Quiteria, Caloocan City, about 6 a.m. when the suspect entered their compound.

Taylor then suddenly shot Carlos, who was watching television.

Taylor then turned to Juarita, who was sitting near her husband, and shot her in the face.

The son ran for help as Taylor headed to a bedroom where Darwin was sleeping, and opened fire.

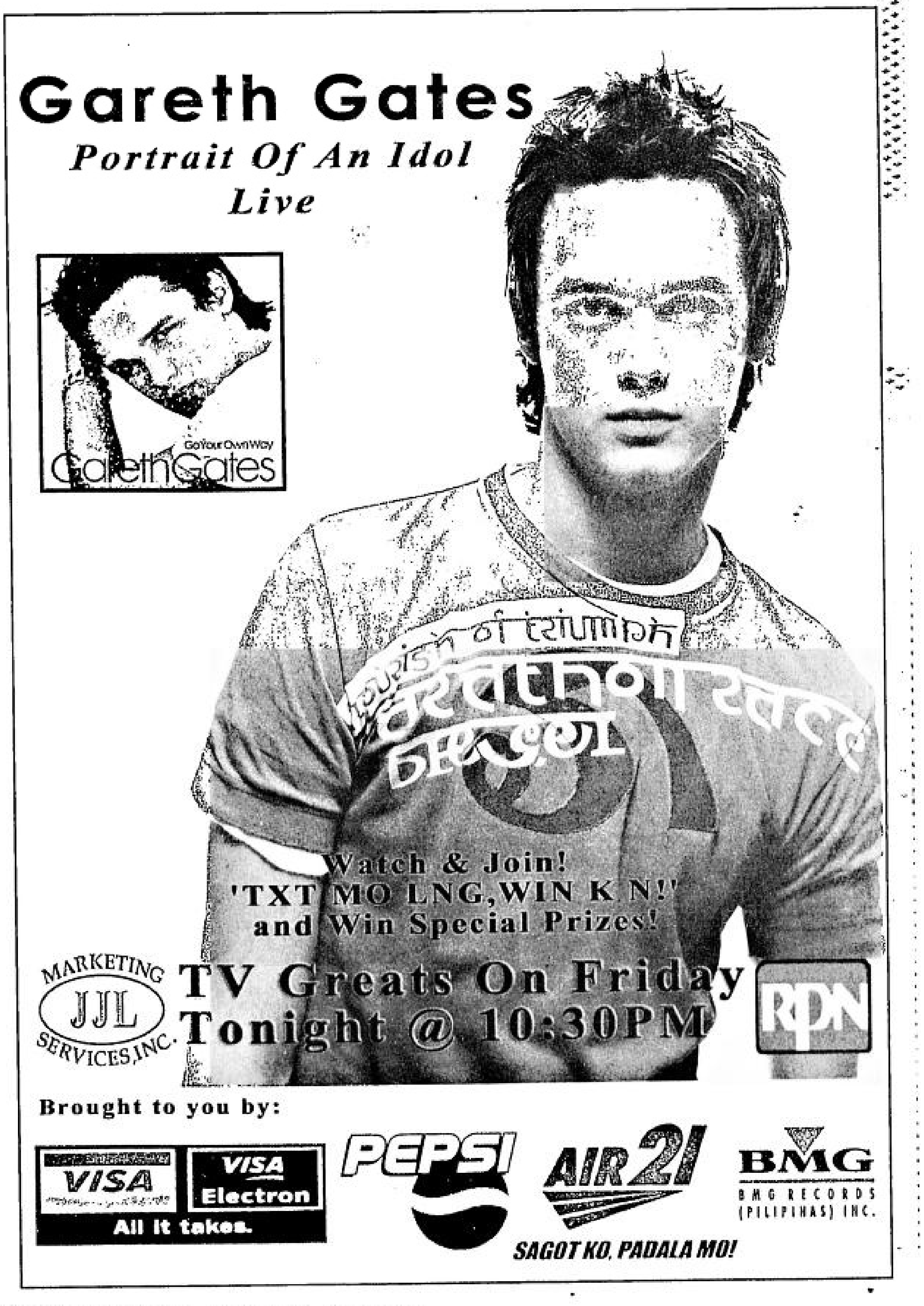
Policemen at the Sta. Quiteria Community Precinct who had responded to the call ran into Taylor as he fled from the crime scene, and promptly arrested the suspect .

Taylor told the INQUIRER that he shot the victims because he had grown tired of listening to gossip about him that he had traced to the Montanos.

But before attacking his neighbors, Taylor said he had gone to Montalban, where he worked as security guard, to look up a friend.

Armed with a shotgun, he shot a fellow security guard after a request to borrow the guard's .38-caliber gun was turned down, the suspect said.

Taylor said he then took the weapon and used it to shoot his neighbors in Caloocan City.



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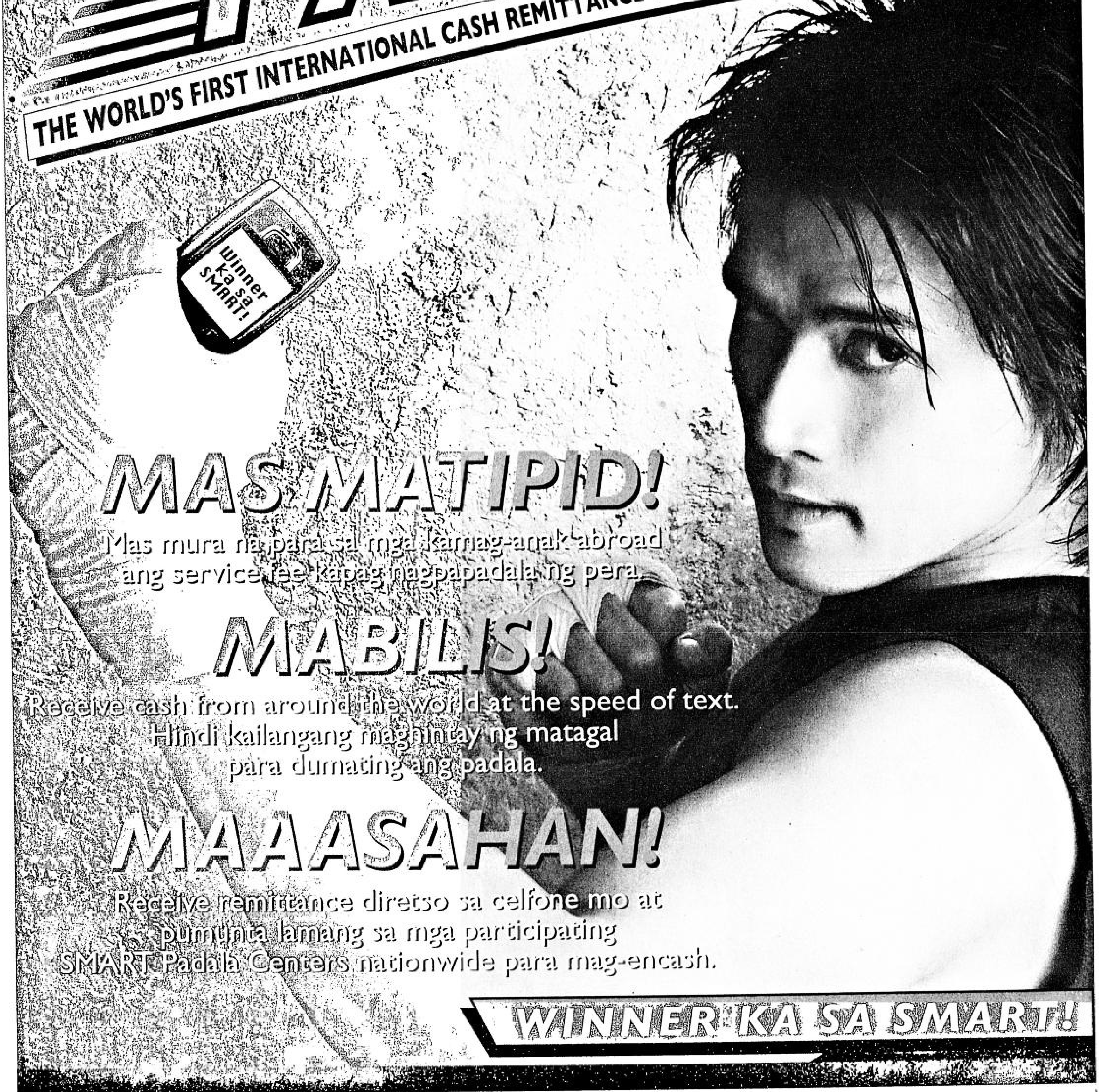
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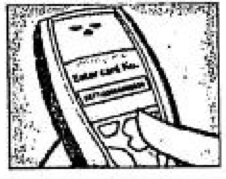

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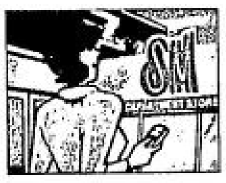

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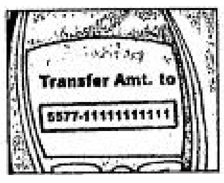

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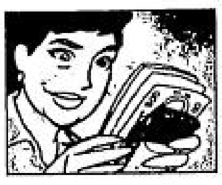

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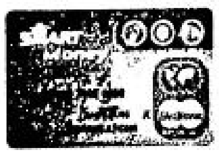

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Editor **Teddyvic S. Melendres**

Rains wash out UAAP games

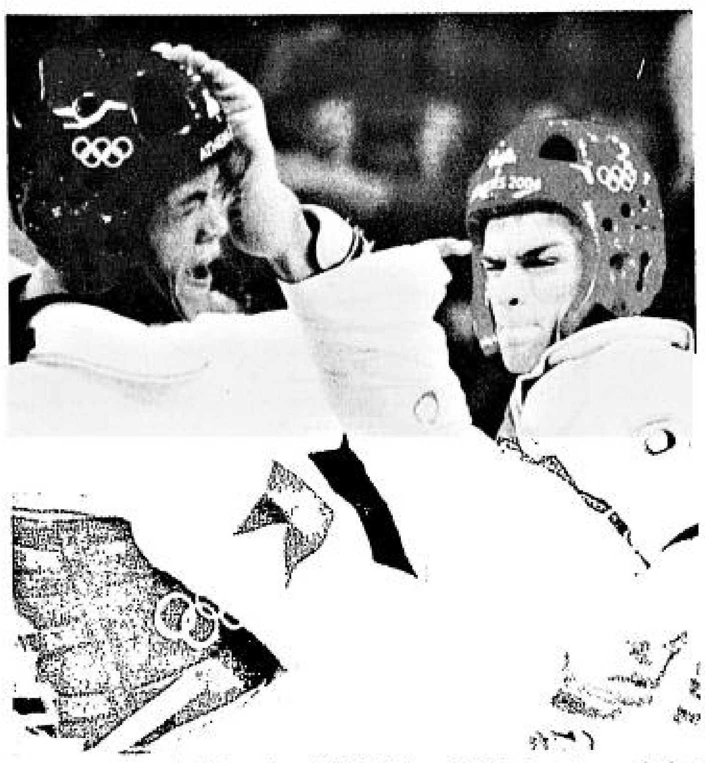
BASKETBALL matches in the varsity, juniors and women's divisions yesterday were canceled by the University Athletic Association of the Philippines (UAAP) due to the inclement weather.

UAAP president Danny Jose of La Salle said the varsity and junior games will be played instead on Sept. 1 at the Philsports Arena in Pasig City.

The women's games that were canceled yesterday will be played Sunday at the Adamson gym.

Go fails by a point

Spaniard dashes Filipino's bronze medal hopes



TSHOMLEE Go (left) absorbs a "45 kick" from Spain's Juan Ramos during his heartbreaking 7-6 defeat Thursday at the Athens Olympics. AP

By Artemio T. Engracia Jr.
News Editor

ATHENS—One down, two to go.

The country's fading medal hopes suffered still another heartbreaking setback Thursday when Tshomlee Go was eliminated at the start of taekwondo competitions in the 28th Olympic Games here.

Tshomlee Go had victory in sight against one of the most dreaded fighters in the under-58 kg category until he absorbed a kick in the final three seconds to lose by a single point.

The tally was 8-7 in favor of Spain's Juan Ramos, but after deducting one penalty point each (Go in the second round and Ramos in the third), the final score was pegged at 7-6.

The 20-year-old Go, who was in tears after the fight, still had a chance for a bronze medal until Ramos went down in defeat in the second round to world champion Chu Muyen of China, 9-1.

Ramos' loss knocked Go out of the repechage round where losers to the finalists get a chance to win the bronze.

The winning blow, a "45 kick" to the chest, was one of two crucial hits that spelled doom for Go's medal hopes. The other one was a kick to the head in the second round that scored two points.

After losing to Ramos, the best thing that the Filipino could hope for was a bronze, and that meant he would have to wait and pray that his conqueror won his next two fights and went all the way to the gold-medal match.

The wait was not very long and his prayers went unanswered as Chu dominated Ramos from the opening bell, taking the first round, 4-2, highlighted by a kick to the head that scored two points.

GO FAILS/ A26

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Gabito lands 33rd among 39 jumpers

By Artemio T. Engracia Jr.

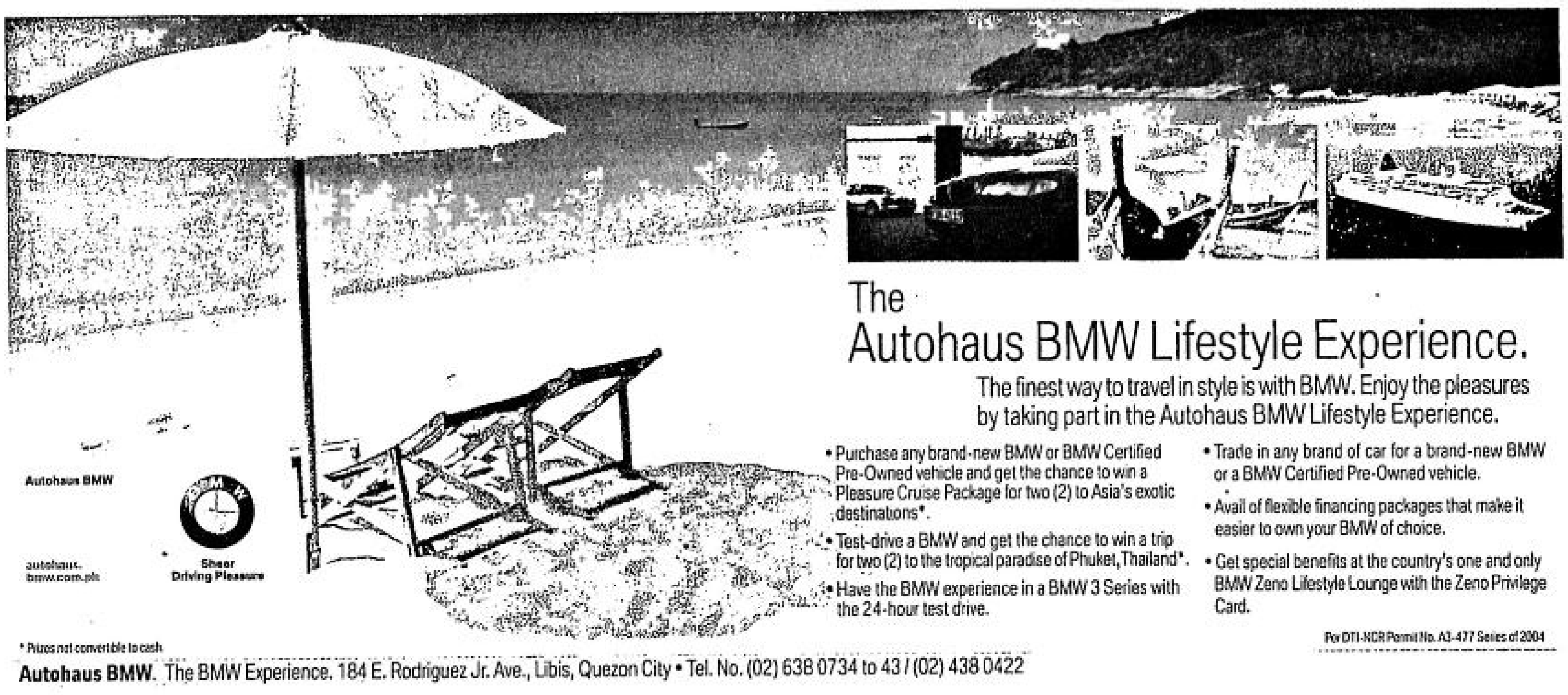
ATHENS—All she needed was to leap close to her personal best to make it to the next round. And all she wanted was to break the Philippine record.

But Lerma Bulauitan-Gabito never came close Wednesday night at the Olympic Stadium.

With a leap of 6.31 meters, she missed her target by at least 25 cm. Had she matched the Philippine record of 6.56 m, which she shares with Elma Muros Posadas, Gabito would have been through to the final round of the long jump in the 28th Olympic Games.

Her only consolation, if it was any consolation at all, was that she didn't finish last. She wound up

GABITO/ A26



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Filipinos show up Taiwanese in cue duel

THE FILIPINO pairs of Marlon Manalo-Dennis Orcollo and Antonio Gabica-Antonio Lining hurdled their Taiwanese counterparts last night as the hosts won the RP-Taiwan 9-Ball Challenge at the Octagon hall of Robinson's Galleria in Mandaluyong City.

Manalo and Orcollo defeated Chao Fong-pang and Chang Pei-wei, 9-3, while Gabica and Lining routed Yang Ching-shun and Fu Chei-wei, 9-1, to clinch the $40,000 (P2.2 million) champion's purse. The Taiwanese got $20,000 (P1.1 million).

The Filipinos accumulated 25 points against the 17 of the Taiwanese in the three-day event organized by Solar Entertainment Corp. headed by Wilson Tieng.

"*Magandang pabaon ito* (This is a good sendoff)," said Manalo, who is scheduled to leave tonight to compete in the 2004 Amsterdam Open starting Sunday.

Manalo came from behind to beat two-time Asian gold medalist Yang, 9-8, in the final individual match Wednesday night.

Marlon Bernardino,
Contributor

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Go goes down by just a point

From page A25

The Chinese went on to clinch the bout by routing the Spaniard in the next two rounds.

Now it's Ramos who would be praying that Chu would reach the final later in the day so he himself can fight in the repechage for the bronze.

"He performed very well," said coach Jesus "Jobet" Morales. "As far as I'm concerned, I thought he was the better fighter. He moved well."

Go's elimination left only two other Filipinos with a chance at an Olympic medal—Donald Geisler III (men's under-80) and Mary Antoinette Rivero (women's under-67).

Geisler and Rivero see action on Saturday, the penultimate day of the Games.

Morales said that while he didn't want to offer an alibi, he lamented that Go was assessed two warnings (gam-jeon), which added up to a penalty point in the second round and that the Spaniard was given two points for a kick to the face that hardly touched the target.

"*Kung talo, talo* (If we lost, then we lost)," said Morales. "But it's hard to dismiss the fact that he was given the warnings when they should have been for the Spaniard."

Go was dominating the fight, taking the first round at 3-2. In the second round, Go and Ramos were assessed a one-point penalty deduction each.

Then came the crucial two-point blow in the round, an axe kick that hit Go in the face.

"I don't think it hit at all. But then, it's the discretion of the referee, who was in a better position to see it," Morales said.

The kick gave the Spaniard two points and tied the score at 5-all going into the third and final round. Go and Ramos fought it out in the round and had the scored tied up at 6-all going into the final seconds of the fight.

They scored a point each in the last-ditch exchange and, with three seconds left, the Spaniard landed a 45 kick to Go's chest for the winning difference. Had they tied after the final round, referee Varo Barragan of Panama would have decided the winner based on superiority.

TSHOMLEE Go (left) locks legs with the Spaniard in the first round. AFP

Gabito lands...

From page A25

33rd out of 39 starters, including two who failed to register a legal leap.

The qualifying rounds were topped by Russia's Tatyana Lebedeva, who made only one attempt to achieve a 6.95-m distance that automatically moved her to the next round. Also among the 12 other qualifiers were the United States' celebrated Olympic record-holder Marion Jones (6.70) and India's Anju Bobby George (6.69), the best Asian in the field.

The 13th and last qualifier was Hungary's Tunde Vaszi, whose leap of 6.55 meters matched the minimum qualifying standard for the Athens Games.

Gabito had actually surpassed that distance this year. In a bronze medal performance in the Asian Grand Prix in Colombo, Sri Lanka, earlier this year, she leapt to 6.56. That tied her with the retired Elma Muros-Posadas for the Philippine record, and, more importantly, earned her a ticket to Athens with a centimeter to spare.

She matched that record last month in the Manila leg of the Asian Grand Prix.

But late Wednesday night, before a sold-out Olympic Stadium (capacity, 72,500), the summer air turned chilly for the 29-year-old mother after her first leap. She made 6.31 on her first attempt, which was not bad since most competitors were cold and turned in mediocre leaps.

"I had a good warmup. *Pinawisan ako ng husto . Maganda ang unang talon ko dahil* second jumper *ako* (I sweated a lot. My first leap was good because I was the second jumper," Gabito said.

But instead of warming up, she came up cold on her second leap, clearing only 5.90. After getting even colder while waiting about an hour as qualifying heats were being run on the track, she didn't do much better on her third jump, doing only 6.13.

"*Sobrang tagal ng hintay ko, kaya natuyo ang pawis* (My waiting time was too long, my sweat dried up," said Gabito.

SAMSUNG

RP to host 2005 SEAG at all costs

By Marc Anthony Reyes

PASSING up the hosting of the Southeast Asian Games is out of the question.

Despite Malacañang's admission that the country is in fiscal crisis, organizers of the 2005 SEA Games insist the event can be held here through aggressive private-sector help.

Bacolod Rep. Monico Puentevella, also president of the weightlifting association, said the idea of canceling the country's third hosting of the SEAG cropped up during a discussion of the Philippine SEAG Organizing Committee (Philsoc).

But, he explained, passing it up altogether would create more harm than good.

"The Philippines is in a lot of trouble right now, (but) imagine how much more humiliation it would create if we cancel the SEA Games," Puentevella said in reaction to an INQUIRER story yesterday.

Puentevella said scrapping the hosting would hurt the tourism industry and further discourage potential foreign investors.

While organizers tried to find ways to stay within the budget of P1 billion, they expressed apprehension when government announced it can only come up with P30 million for the SEAG.

Puentevella said he has been meeting with Budget Secretary Emilia Boncodin, equestrian chief and former congressman Jose "Peping" Cojuangco and Philsoc chair Roberto "Obet" Pagdanganan, to find ways to raise the additional P970 million needed for the hosting.

Hardworking Pinoy big winner in Athens

BARE EYE

Recah Trinidad

ATHENS—The Philippines, announced a beer guzzler during a native party here Tuesday, is sure to win a gold medal in the Olympics.

When?

After the awarding ceremonies.

Really? In what event?

Snatch, what else?

Harrr, harrr!

Kidding aside, our athletic delegation may have to beg, steal or borrow to save sports officials, who blindly predicted glory for the RP campaign here, from total shame.

The possibility of again going home empty-handed, as it did in the 2000 Sydney Game, is getting more distinct for the Philippines as the 28th Olympiad here draws to a close.

Taekwondo bet Tshomlee Go lost a heartbreaker in the flyweight division preliminaries Thursday, after inching close to a win over a former world champion from Spain.

But don't sulk now.

***

We're not lacking in good news from this ancient capital.

Before Go's exit, the world-famous Bayanihan dance troupe, brought over through the efforts of the RP Embassy, captivated with another performance worthy of a gold medal earlier at the Technopolis here.

But truly heartwarming was the affirmation that the Pinoy worker, unlike the Filipino athlete, is a winner, a success story in Greece.

Yes, compared with most Middle East countries, Athens could be paradise for Pinoy OFWs.

A great bulk of our exported manpower serve in ocean vessels and households here.

They should number about 50,000 in all, estimated Ambassador Lourdes Morales during a farewell dinner for the Bayanihan troupe Wednesday, while Lerma Bulauitan-Gabito was agonizing on the field where she failed to move to the next round of the long jump.

***

Ambassador Morales gladly bared that, in the over two years she has served the post, she has not heard or received a single case of abuse or oppression from Pinoy workers.

Greeks simply love Pinoys, obviously because our *kababayans* here have been both efficient and trustworthy, Morales said.

She said it's common for Greeks to take Filipinos who work in their households as family.

Hermi Bravo, who married and bore kids here, said he knows of a Pinoy cook who grosses as much as P220,000 a month.

The smallest wage is between P35,000 and P40,000 a month.

***

The ambassador also told the story of a Filipino maid, now pushing 60 and one of the earliest Pinays to serve in a Greek household.

The poor, dedicated woman, who has showered motherly care on the kids of her Greek master, has suddenly fallen ill. She's, in fact, now waiting for a liver donor.

She should have been sent away, or brought to a home for the aged if she happened to be in Singapore.

But no, Ambassador Morales said, what's truly touching is that the children she has nursed, now all grown-ups, have been caring for her. Right in their very home.

It's also common practice for kindly Greeks during siesta time to order the house help to take a pause, Morales said.

"The Greeks obviously feel that those who work in the gardens and kitchens, more than the masters, should be given a chance to rest," she said.

***

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Bibat, Manotoc keep RP bid going

By Musong R. Castillo

LIPPO KARAWACI, Indonesia—Michael Bibat and Matthew Manotoc, the youngest members of the two Philippine teams here, turned in outstanding rounds to keep the Filipinos' collective heads above water after 54 holes of the Putra Cup here Thursday.

Bibat shot a four-under 68 and Manotoc submitted a 67 as the men's and junior's teams plodded on going into the final round of the Southeast Asian team championships.

The 20-year-old Bibat, who went through qualifying to make the team, gunned down five birdies against a lone bogey in a 32-36 card, leading the nationals to a one-under 215 for the day that kept them in fourth spot.

The men's team had a 649 total, 25 strokes behind pace-setting Malaysia, as spearhead Marvin Dumandan failed to gain ground with a level 72 and Boyet Saragoza struggled to a 75.

Jun Bernis, the reigning Philippine champion, failed to count for the second straight round with a 77 at the Imperial Klub Golf.

The only realistic target that remains for the men's team now is third-running Myanmar, which padded its overnight lead over RP to seven after Thein Zaw Myint and Myo Min Aung submitted identical 70s and Zaw Zin Min chipped in with a 73.

Thailand was in second spot with a 627 after Wisut Artjunawat bounced back with a 70, Chinarat Padungsil tied the day's low round of 67 and Pijit Petchkasem had a 68 for 208.

Manotoc had seven birdies but Tonlits Asistio could only score a 75 and Laurence Negrido managed a 77. Gino Bunyi's 79 failed to count.

With a 652 total, the RP boys remained two ahead of Malaysia in second place but 25 behind the rock-solid Thais.

The 15-year-old Manotoc, a junior at the International School in Manila, three-putted No. 3 for bogey before shooting down birdies in four of the next five holes.

He missed the green on 17 for his other bogey and flubbed a four-footer for birdie on No. 18.

Bibat and Manotoc moved up the leaderboards in the individual races, with Bibat now tied for sixth at 213, just six shots behind Artjanawat, who regained the lead from Malaysian Ben Leong (74).

Manotoc crept to solo third from fourth with a 212 total, 10 behind Thailand's Teerawat Paipong, who turned in a 68.

Baguio five nips Taguig

BAGUIO CITY—The Baguio Cardinals downed Forward Taguig, 86-83, Wednesday to end a five-game losing spell in the northern division of the National Basketball Conference finals at the University of Baguio gym here.

Ricky Ricafuente scored successive baskets to pull Taguig of Mayor Freddie Tinga to within 83-84, time down to 44 seconds. But Baguio's Jun Balares converted the game-winning jumper from afar with seven seconds remaining.

The scores:

BAGUIO 86—Ton 21, Fontanilla 18, Navarro 9, Roque 7, Mapanao 6, Tiongson 6, Marzan 6, Balares 5, Valdes 5, Mondina 2, Giron 1.

TAGUIG 83—Villar 18, Ricafuente 15, Gumatay 13, Cruz 12, Magsalin 9, Reyes 5, Robillos 4, De Guia 2, Quimpo 2, Magsambol 2, Roldan 1.

Rivero gets best draw among jins

By Artemio T. Engracia Jr.

ATHENS—A teenaged girl barely out of her childhood may yet pull the Philippines out of the doldrums in the 28th Olympic Games here.

That prospect loomed after 16-year-old Mary Antoinette Rivero drew a relatively easy assignment in the early rounds of the taekwondo competition starting Thursday at the Faliro Sports Pavilion.

Rivero will fight Argentina's Vanina Sanchez Beron on Saturday in the lower bracket of the women's under-67 kg class and if all goes well, she won't have to fight any of the favorites until the final bout.

The favored entries in her division are South Korea's Hwang Kyung Sun and world champion Luo Wei of China, who have been matched in the first round in the tougher upper bracket of the draw.

Coach Jesus "Jobet" Morales said Rivero, a high school junior in the Angelicum College home study program, has the easiest draw among the three Filipinos entered here.

"I don't know what my chances are. I'll just do my best," said Rivero.

"I think she can do it," Morales said. "She has the best chances among the three."

The two others—Thsomlee Go in the men's under-58 and Donald Geisler III in the men's under-80—have drawn tough opponents in the first round.

Go had the toughest draw and bowed to two-time world champion Juan Ramos of Spain Thursday ***(see main story on A25)***.

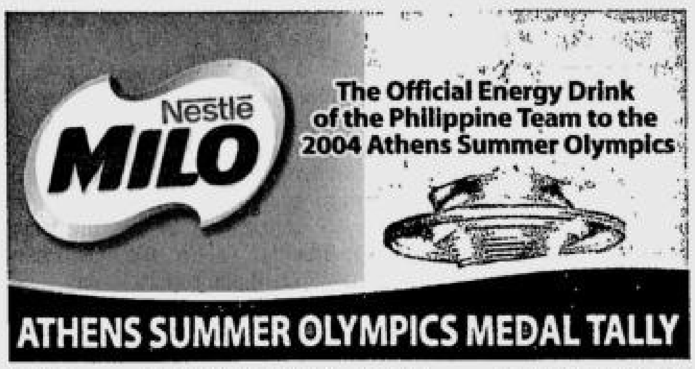
Geisler, a veteran of the Sydney Olympics, drew Turkish favorite Bahri Tanrikulu in the first round on Saturday.

If he wins, he won't have to fight the favorite American Steven Lopez or Mexico's Victor Manuel Garibay Estrada until the final round.

"If I make it through the first round, it will be relatively easy," Geisler said of his chances.

If the Filipinos lose their early round fights, they still have a chance in the repechage round, but only for the bronze and only if their conquerors reach the final round match.

But Robert Aventajado, president of the Philippine Taekwondo Association, was a little more cautious in assessing the Filipinos' chances. "We are aware of the pressure (to win a medal for RP), but we won't let that affect us," he said.


Nestlé MILO
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ATHENS SUMMER OLYMPICS MEDAL TALLY

Country	Gold	Silver	Bronze	Total	Country	Gold	Silver	Bronze	Total
United States	25	29	22	76	Greece	6	3	3	12
China	24	16	12	52	Netherlands	4	7	8	19
Australia	16	11	15	42	Hungary	4	6	1	11
Japan	15	9	10	34	Sweden	3	1	2	6
Russia	14	19	21	54	Turkey	3	1	1	5
France	10	7	9	26	Canada	2	4	1	7
Germany	9	11	13	33	Belarus	2	3	7	12
Italy	8	6	8	22	Cuba	2	2	7	11
Romania	8	5	4	17	Poland	2	2	4	8
Ukraine	8	3	7	18	Slovakia	2	2	1	5
Great Britain	7	8	9	24	Bulgaria	2	1	6	9
Korea	6	10	5	21	Brazil	2	1	2	5

It's in the falling

SPECTATOR

Al S. Mendoza

WHAT keeps one going?

Boxer Romeo Brin went to his third Olympics in Athens and still had the same result: No medal. Just like what happened to him in 1996 Atlanta and 2000 Sydney. At 31 years old, he is still zero in three Olympiads. He might as well call it a day. By the time the 29th Olympics is with us—in the 2008 Beijing Olympiad—Brin will be 35. By then, he'll be too old for boxing, a sport so cruel, so unmistakably selfish, it favors mostly the spring chicken. Remember the lovable Floyd Patterson, the former world heavyweight champion? He was only 17 when he won the Olympic gold in 1956.

Like Brin, Hicham El Guerrouj of Morroco was also in Athens for his third Olympics.

But the similarity ends there.

For, while Brin bombed out for the third time, El Guerrouj had the time of his life in glorious Greece.

Beaten twice like Brin in the two previous Olympics in Atlanta and Sydney, Guerrouj finally hit pay dirt in Athens. He won the gold medal in the 1,500-meter run.

"The last few meters I just refused to let him go," El Guerrouj said in winning the cliffhanger, referring to his shoulder-to-shoulder battle for the gold with Bernard Lagat of Kenya.

There are those who quit after failing in their first try. Others, they quit after failing a second time.

Brin and El Geurrouj elected to go for it a third time. Perseverance, they both have it. But heart, only one has it. And you know who between them has it—had it in Athens.

"I was so desperate for the title that I had to hold on," said El Guerrouj moments after his victory. "Such was the desire in me to win."

The desire was what obviously separated Brin from El Guerrouj.

El Guerrouj said he had his anxious moments, again, in Athens so that each time he felt Lagat on his shoulder, "I thought it would be a repeat of my defeat in Sydney."

I was in Sydney when El Guerrouj blew a lead in the final meters of the 1,500, later admitting he had been overcome by pre-race stress.

This time, there was no repeat of Sydney.

In Athens, El Guerrouj gave it all—his last ounce of courage, his last drop of strength, his toughest of minds and, above all, his heart—to deflect Lagat's attack and win in 3 minutes, 34.18 seconds. Lagat was second in 3:34.30 and Rui Silva of Portugal third in 3:34.68.

And to think that eight years ago in Atlanta, El Guerrouj was a picture of humiliation at the end of the race.

As a 21-year-old whiz kid in 1996, he stumbled and fell on the last lap and finished last.

Others would have quit in shame. But not El Guerrouj. He battled back, battled on, and, in the last eight years or so, lost only four times. He proceeded to become world champion four times in that span—but those two setbacks in the 1996 and 2000 Olympics kept badgering, bothering him. It was as if his four world titles meant nothing if he had no Olympic gold medal to show upon retirement.

And so, El Guerrouj vowed never to give up until he finally pocketed the 1,500 title in the Olympics. And, fittingly enough, Athens provided him his crowning glory.

Finally realizing that he had done it after crossing the finish line on Wednesday, El Guerrouj kissed the ground and next danced to the beat of "Zorba The Greek" with Lagat, his friend who congratulated and hugged him while both were still on their knees.

"It's amazing to think that in Sydney, I was crying tears of sadness and here, I am crying tears of joy. I'm like a five-year-old with a toy," said Guerrouj after the impromptu dance.

At times, despair consumes us totally after suffering a setback. And that's because we allow that to happen to us.

The lesson of El Guerrouj should inspire us once more to reexamine ourselves. And perhaps, while at it, it might be worth recalling anew the saying, "It's not in the rising, but in the falling."

El Guerrouj fell twice and look at him now. He has risen like the Phoenix from the ruins of his two debacles. He is, for sure, the winner of the sweetest race of his life.

Naga Milo race fires off Sunday

A RECORD field of about 6,000 is expected to answer the starting gun when the the 28th National Milo Marathon kicks off its Bicol eliminations this Sunday at Plaza Quezon in Naga City.

The 21-km race will pass through the towns of Canaman and Magarao, turn around in Bombon and wind up at the newly refurbished plaza.

Naga Mayor Jesse M. Robredo has been invited to fire the gun in the race, held in partnership with Bayview Park Hotel Manila, Globe Handyphone, adidas, Cebu Pacific and the Department of Tourism, according to regional race organizer Pedro Lee of the Naga City Sports Council.

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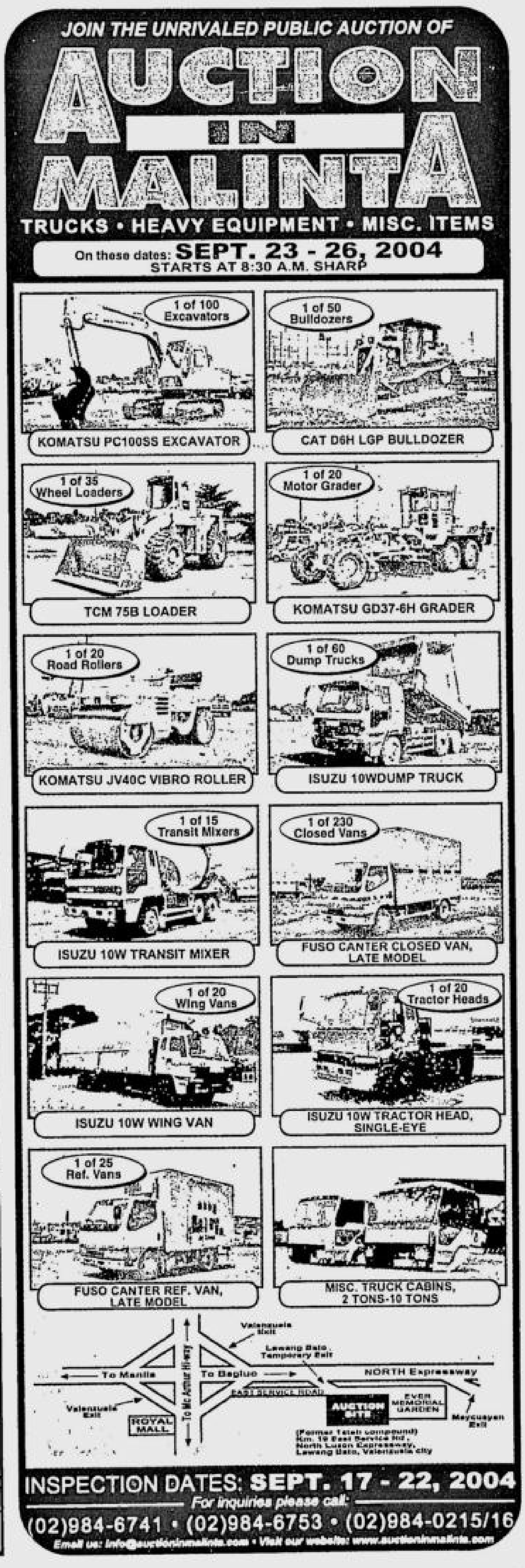
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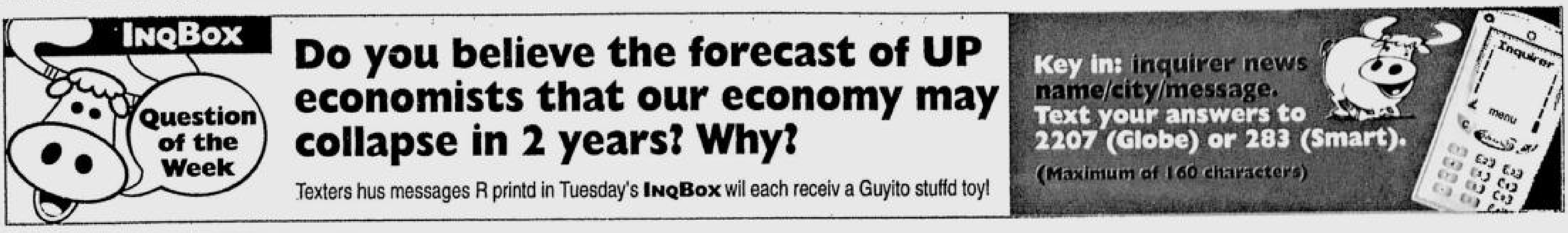


Do you believe the forecast of UP economists that our economy may collapse in 2 years? Why?

Texters hus messages R printd in Tuesday's **INQBOX** wil each receiv a Guyito stuffd toy!

Key in: inquirer news name/city/message. Text your answers to 2207 (Globe) or 283 (Smart).

(Maximum of 160 characters)

Why not a bill for non-Olympic winners?

CLEAN LIVING

Manolo R. Iñigo

THERE is no question that archer Jasmin Figueroa did the Philippines proud in the Athens Olympics when she eliminated former world champion Natalia Valeeva of Italy in the first round of the women's individual competition. It was by far the brightest note in the country's otherwise dismal Olympic campaign.

Because of her feat in the Games, wrote PDI news editor Artemio T. Engracia Jr., Philippine Olympic Committee president Celso Dayrit and Philippine Sports Commission chair Eric Buhain said they were thinking of granting Figueroa special incentives upon their return from historic Athens. "She's done us proud and she deserves an incentive," said Dayrit.

"What Jasmin has done is remarkable. She boosted the entire Philippine delegation's morale," said Buhain.

Although Figueroa did not win any medal, Buhain said he would still recommend to the PSC board that the gritty 19-year-old archer be given an incentive even though the PSC has clear policies governing incentives for athletes' performances under Republic Act 9064, which grants incentives only to medal winners of the Olympics, Asian Games and Southeast Asian Games.

"But definitely, Figueroa deserves it," stressed Buhain. "And definitely, I will sponsor it to the PSC board."

I agree with Mr. Buhain on that score.

However, let us not forget the other athletes who also did us proud by winning world-level tournaments outside of the Olympics. As I have said time and again, a well-earned victory in a world-level competition should be recognized and treated just like an Olympic gold. Unfortunately, there is no law that will reward achievers in non-Olympic sports like billiards, golf, chess and bowling and that is why I feel RA 9064 is defensive, unfair and discriminatory.

To my mind, it is not the fault of these champions if their sports are not included in the Olympic calendar. These athletes succeeded because they trained and prepared just as hard as their counterparts in the Olympics.

While it is true that the PSC gives incentives to the winners of these non-Olympic events, the incentives should be made permanent as what is provided for in RA 9064 and not at the say-so of whoever is the PSC chair.

So that no athlete would be left behind, the PSC should appeal to Congress to file a bill that will also reward the medal winners of non-Olympic sports.

Among the most recent non-Olympic achievers were:

- Alex Pagulayan, who won the 2004 World Pool Championship in Taipei. A Canadian by affiliation, this 26-year-old native of Cabugan,' Isabela, can now represent the Philippines in international tournaments, including next year's Southeast Asian Games, after the Bureau of Immigration recently granted his petition to reacquire Philippine citizenship.
- JR Gonzales, who won this year's boys' 9-10 years division of the Callaway Junior World Golf Championship at the Singing Hills-Pine Glen course in San Diego, California. Gonzales is a 10-year-old southpaw sensation and grade schooler at St. Benilde College.
- Yves Rañola, who earned the third and final norm leading to an International Master title in the 16th Cannes International Open chess tournament in Cannes, France.

Last year, CJ Suarez won the AMF Bowling World Cup championship in Honduras where national champions from more than 80 countries competed for honors. The legendary Paeng Nepomuceno had also bagged the World Cup four times while in 1999, billiards icon Efren "Bata" Reyes won the World Pool Championship in Cardiff, Wales.

Dolphins battle Knights for lead

LETRAN'S defending champion Knights clash today with the Philippine Christian U Dolphins in a duel between co-leaders of the NCAA basketball tournament at the Rizal Coliseum.

The Knights and the Dolphins meet at 4 p.m. with the winner taking the tournament lead with a 9-4 win-loss card, a record Perpetual Help will try to match when it faces lowly St. Benilde Blazers earlier at 2 p.m.

Letran has won four of its last five games, including an amazing come-from-behind overtime win against San Beda, 79-70, Wednesday, where the Knights erased an 18-point fourth quarter deficit behind the 25 points of prized 6-foot-7 rookie Mark Andaya.

PCU, however, has its own rookie standout in Gabby Espinas. The Amerasian big man, who recently grabbed a season-high 22 rebounds, has delivered double-double performances in four of his last five outings.

Perpetual is looking for a third straight win after opening the second round with three consecutive losses.

St. Benilde, on the other hand, hopes to assume the spoiler role again after upsetting the Mapua Cardinals, 103-97, for its first win in 12 games Wednesday.

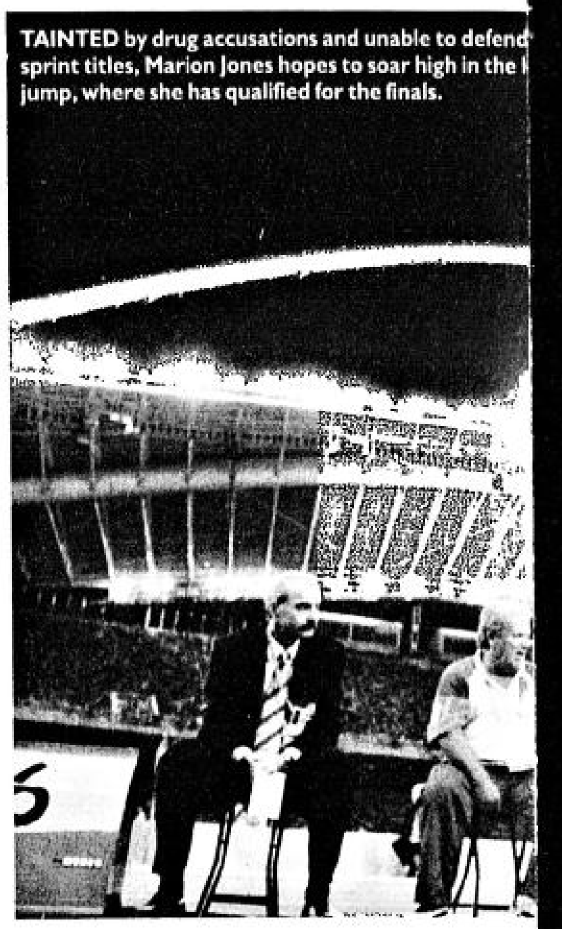
Jasmine W. Payo

STANDINGS	W	L
Letran	8	4
Perpetual	8	4
PCU	8	4
SSC	7	5
Mapua	6	6
San Beda	6	6
JRU	4	8
St. Benilde	1	11

GAMES TODAY

(Rizal Memorial Coliseum)

11:30 a.m.—Perpetual vs St. Benilde (Jrs)
*2 p.m.—Perpetual vs St. Benilde (Srs)
*4 p.m.—Letran vs PCU (Srs)
6 p.m.—Letran vs PCU (Jrs)
*Live on Studio 23



TAINTED by drug accusations and unable to defend sprint titles, Marion Jones hopes to soar high in the jump, where she has qualified for the finals.

Gin Kings keen on keeping char

By June Navarro

KEEPING the championship core of his team intact is the paramount concern of Barangay Ginebra coach Siot Tanquingcen for now.

But if a good trade offer comes along, Tanquingcen will most likely accept it.

"As much as possible, I want to win another championship with my players. Nevertheless, I'm always open to improvement," said the reticent champion coach yesterday, more than a month after capturing the PBA Fiesta Conference crown—the Gin Kings' first in seven years.

Trade offers for Romel Adducul, Banjo Calpito, Sunday Salvacion and playmaker Bal David have hounded Ginebra for quite some time

"I have heard about it. But so far, no team has ever come forward with a proposa said team manager Allan Caidic, the Kin coach for four seasons before Tanquingc took over last conference.

Caidic said the team is in dire need o brawny power forward, the position of i port Torraye Braggs in the Kings' title r against the Red Bull Barakos.

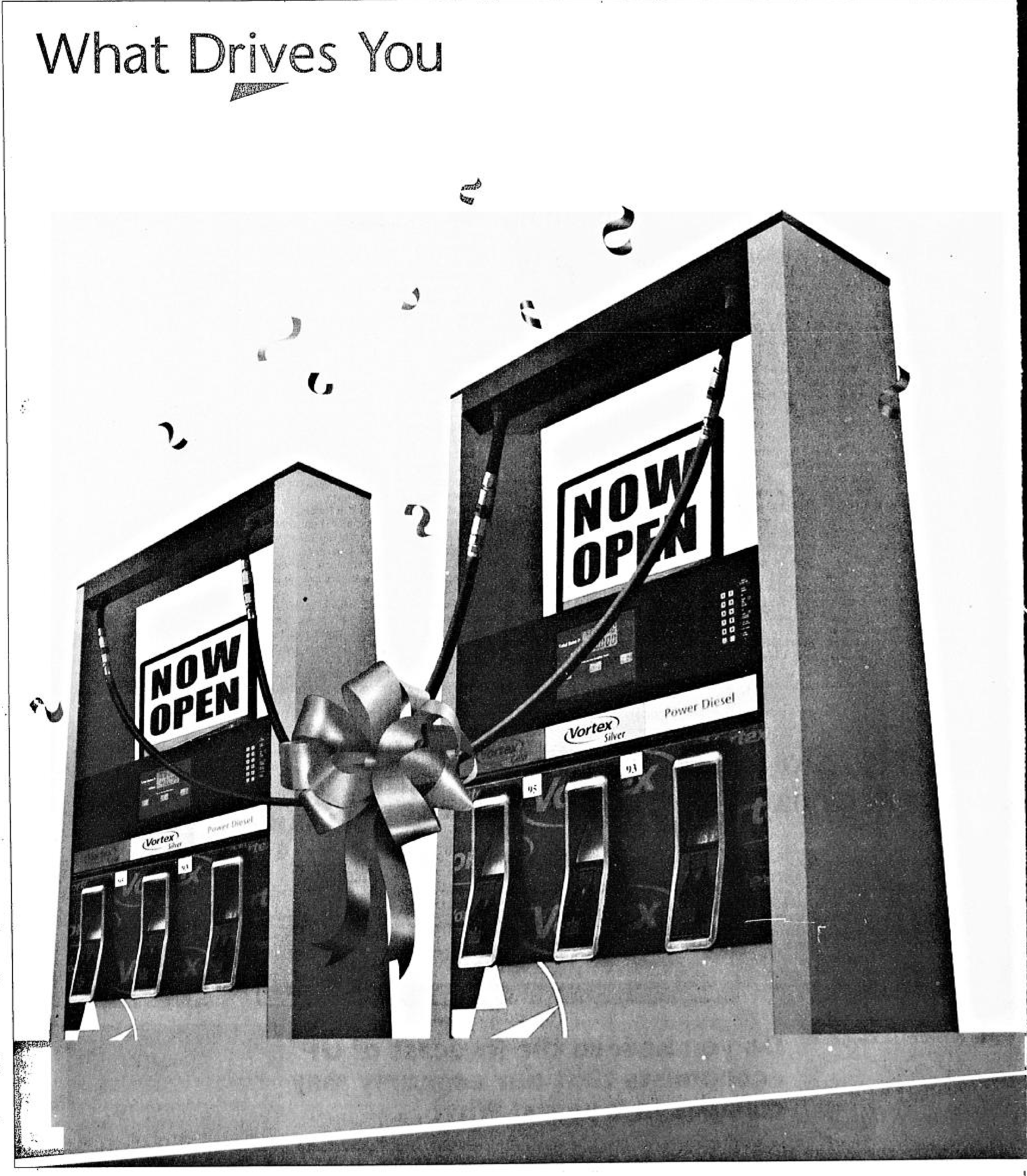
Alex Crisano, who was tapped for t job, is still recuperating from a back inju

7-stag Bates finals slated

SEVENTY exciting matches are on tap when the four-stag finals of the annual Richard Bates 7-Stag Derby unfolds today at the air-conditioned Pasay City Cockpit. The hackfights sponsored by Sagupaan Hammer, Sagupaan Mite Free and Sagupaan B-50 Forten start at 4 p.m. Out of the 60 entries, only three managed to score a perfect three points—Tonton Uy and Alan Tan of Isabela (Vertical Limit), Pol Estrellado of Laguna (San Pablo Kid) and Col. Kati Katigbak and Alex Buan (Batangas Spider). With 2.5 points are Tos Reyes (Old Time Nevada), Ruel Ricafort and Boy de Roca (RT 114) and Carding Ng (CMS). Meanwhile, a cash prize of P300,000 is up for grabs in the upcoming 4-stag derby at the PCC on Sept. 10, with Tony Faustino of Davao as host. Entry fee is P10,000. Participants must submit entries a day before the event. For inquiries, call 8166750, 8431890 or 8431746.

Jimafer derby at Big Dome

ARANETA Coliseum's first big stag derby for the 2004 season is expected to be a battle royale among breeders from Luzon, Visayas and Mindanao. Derby hosts Jet Fernando, Jingco Brothers, engineer Efren Canlas and Joe Laureno said leading cockers and breeders are vying in the Jimafer JVL EC 7-Stag Derby slated Aug. 31 and Sept. 2. Among them are Jun Santiago, Gov. Ito Yñares, Nene Araneta, Rep. Rudy Albano, Tony Tan, Boy Jiao and Rudy Jingco from the National Cockers Association and Patrick Antonio, Sonny Lagon, Gerry Ramos Richard Bates, and former ambassador Eduardo Cojuangco from the Gentlemen Cockers' Association of the Philippines. Also seeing action are former Sen. Ramon Revilla, Ilocos Sur Gov. Chavit Singson, Primallion brothers from Zamboanga. The event is the first of seven NCA-sponsored stagfests that will count toward the NCA Stagfighter of the Year title. For submission of weights on Monday and other inquiries, call 9113101 or 9112928.



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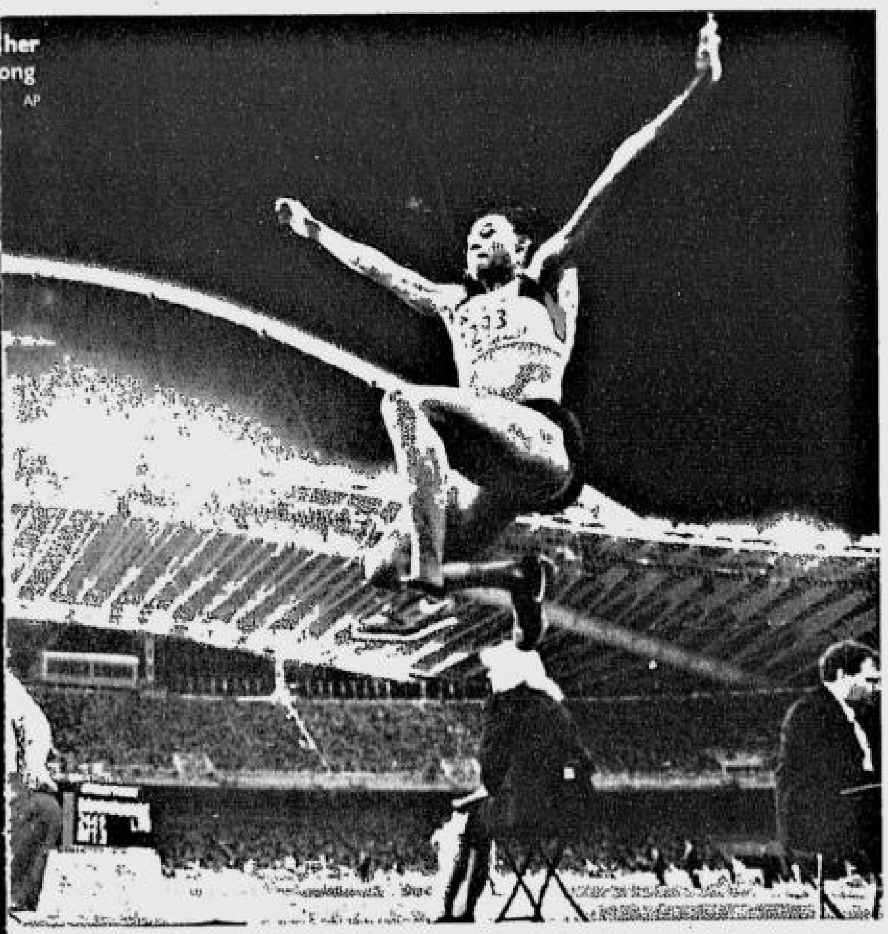

her
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AP

npionship core intact

that has sidelined him for the past six months.

Of the eight players with expiring contracts, the Kings have already signed up six, with the explosive Mark Caguioa and the 6-foot-8 Andy Seigle still unsigned.

Caguioa has been offered a three-and-a-half-year deal worth P14.7 million while the Gin Kings have dangled a year-and-a-half pact to Seigle. Both players will get the maximum monthly salary of P350,000.

"I would love to have another championship with these guys. Right now, we're busy preparing for the All-Filipino Cup, (hoping) to get things done even without Torraye (Braggs)," said Tanquingcen.

Tanquingcen said San Miguel Beer, Red Bull Barako and defending champion Talk 'N Text are the teams to beat in the AFC slated to start Oct. 3.

US five ends Spain streak, gains semis

ATHENS—When it counted the most, Team USA, led by Stephon Marbury, came through.

Marbury scored 31 points and the United States defeated Spain, 102-94, here Thursday in a pressure-packed Olympic men's basketball quarterfinal to keep alive their hopes of a gold medal.

The Americans advanced to a semifinal against the winner of a later game between Argentina and Greece.

Marbury, shooting a woeful 20 percent from the field through five games, found his touch when the Americans needed it most.

After struggling with poor outside shooting in losses against Puerto Rico and Lithuania in preliminary play, the Americans faced a tough test in unbeaten Spain and NBA center Pau Gasol, who led the Spanish with 27 points.

Instead of relying on big man Tim Duncan, guards Marbury and Allen Iverson took matters into their hands and sizzled, not fizzled, when shooting from outside.

Iverson finished with 16 points while Carlos Boozer added 12 and Lamar Odom 11 for the Americans, who would have been out of medal contention and assured of the worst finish in US history with a loss.

American men have won 12 gold medals since basketball was introduced at the 1936 Berlin Games, rolling up a 109-2 record until this year, when the team went 3-2 in preliminaries and was the lowest-ranked qualifier in its group.

Marbury scored 10 points in the fourth quarter, all in the final 3:45 as Spain tried in vain to recover. Marbury hit a 3-pointer and Boozer had four points in a 12-4 run that produced an 89-78 US lead, their biggest to that point.

Marbury, who had 11 points in the third quarter, sank two 3-pointers in a row to ignite a 12-3 US run that gave the Americans a 58-50 lead.

Spain answered on a 3-point play by Gasol and four points from Juan Carlos Navarro to pull even at 63-63, but co-captain Iverson scored five points in an 11-4 run that gave the US team a 74-67 edge entering the fourth quarter.

Meanwhile, the US and Russian women's basketball rivals touched off a Cold War of words in advance of their Olympic semifinal showdown here Friday while Australia prepared for a rematch with a difficult Brazilian squad.

Two-time defending champion United States, a set of Women's National Basketball Association stars, will face Russia for a berth in Saturday's final against either 2000 bronze medalist Brazil or the 2000 runner-up Aussies.

The US-Russia clash will be a rematch of the past two World Championship finals from 1998 and 2002, each won by the Americans.

"There is definitely no love lost between us and Russia," US forward Swin Cash said. "They've been waiting since the World Championships to get another chance to play us."

US center Lisa Leslie claimed Russians had a T-shirt pre-printed declaring themselves gold medal champions, something Russian star Ilona Korstin knew nothing about. Actual or not, Leslie used perceived slights as inspiration.

"Russians get to this position and think they can win. Australia says they are going to win," Leslie said. "We've heard all of that. These are all part of our motivation."

In athletics, spurred on by the chants of "Hellas, Hellas" at the full Olympic stadium, Fani Halkia of Greece blazed to victory in the 400-meter hurdles to give the host nation its second gold medal in athletics at the Athens Games on Wednesday.

Halkia surged ahead in the bend coming into the home stretch and won comfortably in 52.82 seconds.

"When I entered the stadium today, I could feel it in my bones I would win," Halkia said.

Veronica Campbell of Jamaica won the 200-m gold medal to add to her bronze in the 100, beating American Felix Allyson and Debbie Ferguson of the Bahamas.

Olga Kuzenkova of Russia won the hammer throw with a heave of 75.02 m, improving the Olympic record of 73.71 she set in qualifying.

Marion Jones of the United States, who is under a doping investigation, cleared 6.70 m in her second attempt to qualify for the long jump final. *AFP*

Active Mid-Am golf tees off today

LIPA CITY—Defending champion Abe Rosal and former winner Dave Hernandez head the stellar field of 120 teeing off in the Active Group Mid-Amateur Open, the annual gathering of the country's top golfers 30 years and older, today at the Mount Malarayat Golf and Country Club here.

The two-day tournament, sponsored by the Active Group of Companies, headed by its chairman, Antonio Turalba, and Pacsports Philippines Inc., will be played at Mount Malarayat's three nine-hole championship courses—Lobo, Makulot and Malipunyo.

Turalba and his namesake son "Toti," the Mount Malarayat GM, launched the tournament three years ago. Rosal won last year with a record eight-under-par 136.

This year's field will be classified into the Open class for players 30 years and above, Masters (45-54), Seniors (55-60) and Legends (61 and above), said Mount Malarayat golf director Mike Carr.

RACING

AT SLLP BY MR. 999

Race—1. Real Spicy 2. Native Prince 3. Mr. Lucas 4. Conquer D Sun
Race 2—1. Going Strike 2. Race for Gold 3. Valiente 4. Bambino
Race 3—1. Ole Ole Ole 2. Aminin 3. Give and Take 4. Winning Prize 5. Aspire
Race 4—1. Jellbeanjoy 2. Sunny Sky 3. Quedan
Race 5—1. Reigns Supreme 2. Favorite Girl/Striker 3. Batangas Force 4. E Mail
Race 6—1. Latina 2. Manila Magic 3. Security Class
Race 7—1. Trixie Anne 2. May's Magic 3. Cunning Eagle 4. Rising Fast 5. Tender Value
Race 8—1. Diktador 2. Mrs. Big 3. Speed Master 4. Scenic Splendour
Race 9—1. Born Perfect 2. Hezabellagio 3. Sagittanus 4. Secret Quest 5. Sumasagitsit 6. Babala

Schedule of Festivities

Day 1, Friday (August 27, 2004)
Games, mascots, prizes and giveaways
Ribbon-cutting and Blessing
Stickering and live feed from 89.9 TM
Harurot and Delo 4 x 4 SLEX Run
Customer Appreciation Program
Live performance from Ateneo College Glee Club
Live performance from In Session & Passage

Day 2, Saturday (August 28, 2004)
Games, mascots, prizes and giveaways
Stickering and live feed from 103.5 K-Lite
Performance from the Silly People Improv Theater (SPIT)
Car Sound-off Competition Part II
Live performance from Silk Band

Day 3, Sunday (August 29, 2004)
Games, mascots, prizes and giveaways
The Volkswagen-Caltex Bug Run
McDonald's Show
Music Serenade by Da Capo
Live performance from Acoustic Jive with Joey 92.3

Day 4, Friday (September 3, 2004)
Stickering and Live feed from 99.5 RT
Games, mascots, prizes and giveaways
Live performance from True Faith

Day 5, Saturday (September 4, 2004)
Games, mascots, prizes and giveaways
Stickering and live feed from RX 93.1
Philippine Jeep Preservation Foundation (PJPF) Run
Live performance from U-Turn

Day 6, Sunday (September 5, 2004)
Games, mascots, prizes and giveaways
Music Serenade by Da Capo
Live performance from Time And A Half with 105.1 Crossover

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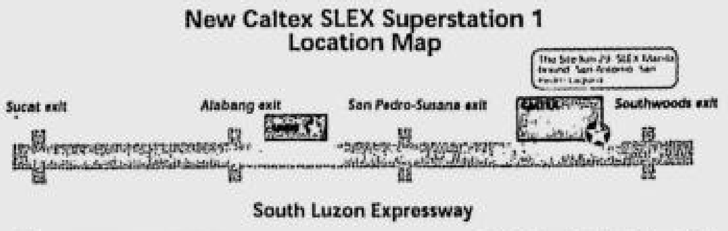
New Caltex SLEX Superstation 1
Location Map



Route: Located after Southwoods Exit, before San Pedro-Susana Heights Exit

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Taal Vista Hotel
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The Peninsula Manila Hotel
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Mandarin Oriental Manila
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Tel. 750-8888
www.mandarinoriental.com

The Bellevue Manila
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Alabang, Muntinlupa
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www.thebellevue.com.ph

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www.waterfronthotels.net

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www.waterfronthotels.net

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Camp John Hay Manor
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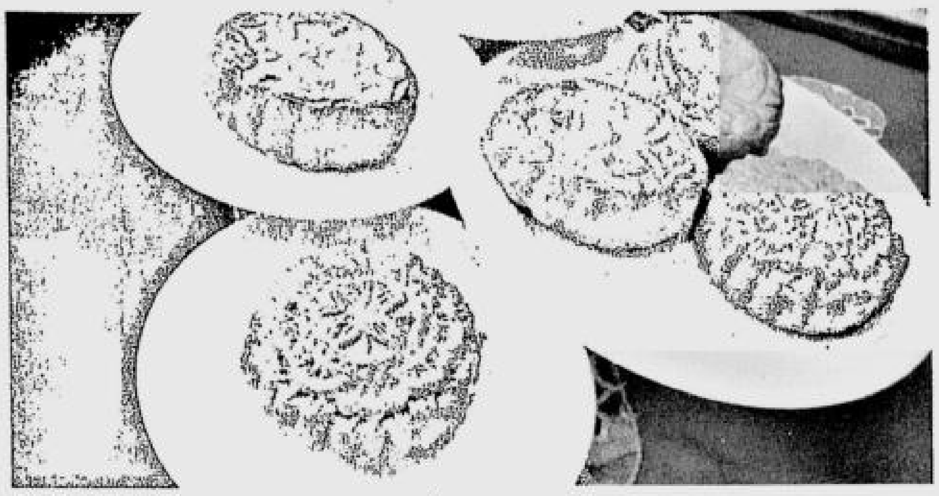
Mooncake Festival at Waterfront



BACK during the Soong dynasty when the Chinese were oppressed by the Mongols, their rebel leaders sought to overthrow the Mongol overlords. As meetings were banned it was impossible to make plans. Liu Fu Tong of the Anhui Province came up with a plan by requesting permission to distribute cakes to his friends to bless the longevity of the Mongol emperor. He made thousands of cakes shaped like the moon and stuffed with sweet fillings. Inside each cake however was placed a piece of paper with the message: "Rise against the Tartars on the 15th day of the 8th Month". Reading the message, the people rose against the Mongols on a local scale. This rebellion enabled Chu Hung Wu, another rebel leader, to eventually overthrow the Mongols. In 1368, he established the Ming dynasty and ruled under the name of Emperor Tai Tsu. Henceforth, the Mid Autumn Festival was celebrated with mooncakes on a national level.

To the Chinese, the round shape of mooncakes symbolizes family unity. This month, celebrate the Mooncake Festival at Tin Gow, Waterfront Cebu City Hotel & Casino's very own premiere Chinese restaurant, the best in town. Try out a wide selection of sweet and exquisitely palatable mooncakes. Each mooncake is about the size of a human palm and for those who prefer bite sized ones, mini mooncakes are also available! Choose from Lotus Paste Mooncakes, Snow Skin Mooncakes, Snow Skin Lotus Mooncakes, Red Bean Paste Mooncakes, Snow Skin Red Bean Paste Mooncakes, Custard Mooncakes, White Lotus with Custard Mooncakes and so much more!

Available at Tin Gow until Sept. 28, inquiries and reservations can be coursed at Waterfront Cebu City Hotel & Casino at (032) 232-6888 local 8607 and 8608.

Spirit of '67 in Mandarin Oriental's Spirit of '76

IN CELEBRATION of its 28th anniversary, Mandarin Oriental, Manila recreates the mood and music of the mid-70s with the performance of the Spirit of '67— two-time Aliw Awardee for Best Performer (Group) in Hotel Lounges, Restaurants and Bars. And to make it even more interesting, the hotel offers during this event beverage prices at 1976 levels, and door prizes that include a two-nights' stay at Mandarin Oriental, Hong Kong in a harborview suite with daily American breakfast.

Dubbed "The Spirit of'76", the anniversary-themed evening on Sept. 3, Friday, will offer a special dinner buffet at P976+, inclusive of one drink and a memento. Cocktail drinks and other beverages will be priced as they were 28 years ago.

In 1976, there was a record construction boom in Manila with the opening of some 10 new international deluxe hotels in September to welcome thousands of IMF delegates. Mandarin Oriental was one of those glittering facades that introduced a whole new lifestyle in Manila's society.

"The Spirit of '76" rollicking show of the Spirit of '67 at the Captain's Bar marks the multi-awarded band's additional performance on that week following its usual Tuesday night shows, to evoke the good vibe and pulse of that period—a time when Barry Manilow was breaking records with his "I Write the Songs", while Captain and Tennille's "Love Will Keep Us Together" was on everyone's lips. "Mash" and "Starsky and Hutch" were among the top TV shows of the time, and elsewhere around the globe, the Concorde made its first commercial flights while "junk food" entered the English language. Lasers were used for the first time in a rock show. Lava lamps, CB radios and psychedelic lighting were the in thing; as Afro and Farrah Fawcett-Majors hair styles were as much in vogue as platform shoes and flared jeans. With the year-long American Bicentennial celebration being one of the more prominent occasions in 1976, the Captain's Bar takes on an American theme with red, white and blue colors, steaks, hot dogs, burgers added to the evening's fare.

For details and reservations, call Mandarin Oriental's Captain's Bar at 750-8888.

DRINK OF THE MONTH AT DUSIT HOTEL NIKKO
Invigorate with Island Squeeze, August drink of the month at Dusit Hotel Nikko. A mixture of fruit juices, gin, syrup, and blue curacao, this drink is pegged at P370++. A cuddly elephant comes along with this drink. Island Squeeze is available in all Food and Beverage outlets.

CUSTOMIZED PROJECT & FINA
MANAGEMENT TRAINING

DOLE SEMINAR AT THE EXECUTIVE PLAZA HOTEL
The employees of the Department of Labor and Employment (DOLE) recently had their Customized Project and Finance Management Training at the Executive Plaza Hotel. Shown are the participants of the seminar with Alice Del Mundo, senior LEO; Andrea Cabansag, supervising LEO; Cora Pepito, senior LEO; (left side, standing) Ninnette Soliman, Executive Plaza Hotel sales manager; and Lady Lourdes Soriano, Executive Plaza Hotel account manager.

Astoria Plaza launches Zen Club Card

ASTORIA Plaza, managed by Genesis Hotels & Resorts, recently launched its newest exciting product, the Astoria Plaza Zen Club Privilege Plus Card. Member cardholders are entitled to special discounted room rates for 1-bedroom and 2-bedroom suites, all loaded with value perks such as breakfast buffet, free deep cleansing facial, complimentary use of the gym and the pool, free local calls, 10-percent discount on laundry and dry cleaning services, late check-out at 2 p.m. and a special Zensational Surprise Gift Voucher for those checking in at a 2-bedroom suite.

What's more, Astoria's Zen Club members are also entitled to a 10-percent discount on banquet social functions held on Saturdays and Sundays, 10-percent discount on services availed of at McGill Cosmetic Surgery Clinic, free parking with valet service and scheduled round-trip shuttle service to the Ortigas Business Center and nearby malls.

The Astoria Plaza Zen Club Privilege Plus Card is given complimentary to its patrons as a token of appreciation and is fully transferable. For inquiries, visit Astoria Plaza at 15 J. Escriva Drive, Ortigas Business District, Pasig City or call 687-1111 and ask to be connected to the sales and marketing department. Check out Astoria Plaza's webpage at www.astoriaplaza.com

Taal Vista Hotel revisited

FOR MORE than 70 years now, Taal Vista Hotel has proven her majestic pride as the oldest and grandest landmark of the City of Tagaytay. Who will not be caught by her charm and glamour.

Now, more than ever, Taal Vista Hotel once again opens a wider door for the same great view… a brand new experience.

Once a modest lodge for tourist has now metamorphose into the country's new tiger in the hotel industry. The changes made of its architectural style is called transitional design, a fusion of the old structure and the modern schemata. Simple but elegant, the real taste of value.

You will be delighted with a feast at the new Café on the Ridge where it offers lunch buffet every Saturdays and Sunday, from 11:30 a.m. to 3 p.m., with the Sanghaya Dance Ensemble to entertain you with its renowned cultural shows. Sanghiyang or Fire Walkers perform on special occasions. In the evening, you can relax at the hotel lobby lounge where it has an acoustic band playing every Saturdays 8:30 p.m. and the Tropical Rhythm (Trio Singers) who serenade guests everyday of the week. A pool of talents and artists for the hotel's guests' function requirements is also available.

From 80 original rooms, brand new 48 rooms and a newfangled swimming pool were added in August this year. By the end of the year, more facilities will be available, which include the spa, gym, ,KTV rooms and other indoor games for more guests amusement.

Today, Taal Vista Hotel presents a different imprint, something that captures intimate attention, something that will prove to the world that in Tagaytay it offers not just fresh picked products, panoramic views, world class accommodations and services but more than the usual hospitality.

DID YOU KNOW...

Actor and new entrepreneur **Rustom Padilla** was seen with director **Wenn Deramas** and another man at the Coffee Bean and Tea Leaf café at Greenbelt in Makati last stormy Wednesday night. Rustom's marriage to **Carmina Villaroel**, now the mother of twins by **Zoren Legaspi**, was annulled two years ago. Rustom, who remains single, has a skin care shop in the US.

JONATHAN AT FUNNYSIDE

Jonathan Badon, Aliw Awards' Best Male Classical Performer for 2004, performs at Funnyside Timog tonight, accompanied by musical director and arranger Sabrina on the piano. Jonathan, who is under the management of Celebrations Dot Com Inc., will have young violinist MerJohn Lagaya as guest performer. Tonight, the comic duo Porkchop, also managed by Celebrations Dot Com, performs at Tio Dantes on Sucat Road in Parañaque, and tomorrow at Funnyside Timog. For inquiries on Jonathan and Porkchop, call Celebrations Dot Com, 523-8268 or 0927-8872703.

MMTA

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PG - 13 / FS:12:50 pm, 3:05 pm, 5:20 pm, 7:35 pm, LMF: 9:50 pm
2 (DOLBY) PRINCESS DIARIES 2
GP / FS: 12:00 pm, 2:50 pm, 5:40 pm, LMF: 8:30 pm
3 (DOLBY) A CINDERELLA STORY
GP / FS:11:30 am, 1:30 pm, 3:30 pm, 5:30 pm, 7:30 pm, LMF: 9:30 pm
4 (DOLBY) THE STEPFORD WIVES
PG - 13 / FS:11:55 am, 2:10 pm, 4:25 pm, 6:40 pm LMF: 8:55 pm

PREMIERE

(DOLBY) PRINCESS DIARIES 2
GP / FS : 12:30 pm, 3:20 pm, 6:10 pm, LMF: 9:00 pm

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1. (DOLBY) THUNDERBIRDS
2. ALIEN VS, PREDATO
3. RESERVED
4. PRINCESS DIARIES-2
5. HAMOG

Gotesco Grand Central

(Caloocan) tel 364.3781

1
2 BANGKOK HAUNTED
3 HAMOG
4 (SDDS) KARELASYON
5 NOW THAT I HAVE YOU
6 (DOLBY) PRINCESS DIARIES-2
7 (DTS) ALIEN VS, PREDATO
8 RESERVE
9 RESERVE

Masagana CINEMA

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1 HAMOG
2 PRINCESS DIARIES-2
3 ALIEN VS, PREDATO

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(Mandaluyong) tel 724.4986

1 RESERVE
2 RESERVE
3 HAMOG
4 (DOLBY DIGITAL EX) ALIEN VS, PREDATO
5 PRINCESS DIARIES-2

METROPOLIS star

www.clickthecity.com.ph
(Alabang) tel 850.4285

1 YOUNG VIRGIN
2 HAMOG
3 THUNDERBIRDS
4 NOW THAT,I HAVE YOU
5 (DOLBY) ALIEN VS, PREDATO
6 PRINCESS DIARIES-2

starmall Movies

www.clickthecity.com.ph
(Las Pinas) tel (047) 237.7007

1 (DOLBY) GARFIELD
2

Filinvest FESTIVAL CINEMA

(Muntinlupa) tel 850.3571 or 72

1 (DDS) THE CINDERELLA STORY
2 (SDDS) PRINCESS DIARIES-2
3 (DTS) COLLATERAL
4 GOLD (DTS) THE STEPFORD WIVES
5 GOLD (DOLBY) PRINCESS DIARIES-2
6 GOLD (SDDS) ALIENT VS. PREDATOR
7 GOLD (DOLBY) LAWS OF ATTRACTION
8 [illegible] NOW THAT I HAVE YOU
9 [illegible] BANGKOK HAUNTED
10 [illegible] THUNDERBIRDS

THE CENTER OF ENTERTAINMENT Araneta Center

ALI MALL CINEPLEX

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3 (Dolby) PINCESS DIARIES 2
4 (SDDS) ALIEN VS. PREDATOR
5 (DTS) THUNDERBIRDS
6 (Dolby) LAWS OF ATTRACTION
7 (Dolby) NOW THAT I HAVE YOU

MARKETPLACE

Mandaluyong
tel 533.3851 / 533.3856

1 PRINCESS DIARIES-2
2 NOW THAT I HAVE YOU
3 HAMOG
4 ALIENT VS. PREDATOR

Jade Cinema

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1 (DOLBY EX) CLOSED FOR RENOVATION
2 CLOSED FOR RENOVATION
3 (DTS EX) CLOSED FOR RENOVATION
4 CLOSED FOR RENOVATION

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(Angeles City) tel (045) 887.0121

1 THE CINDERELLA STORY
2 NOW THAT I HAVE YOU
3 (DOLBY) PRINCESS DIARIES-2
4 (DTS) ALIENT VS. PREDATOR

Cine Nepo

(Dagupan City) tel (075) 515.8489

1 NOW THAT I HAVE YOU
2 NIGHT MARE
3 (DOLBY) COLLATERAL
4 (DTS) THE CINDERELLA STORY

Centre Plaza Cinema

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1 NOW THAT I HAVE YOU
2 COLLATERAL

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1 (DOLBY) ALIEN VS. PREDATOR
2 (DOLBY) PRINCESS DIARIES-2
3 (DOLBY) THE STEPFORD WIVES
4 (DOLBY) THUNDERBIRDS

CINEMA 2000

Movie Theatres of the New Millenium

Cinema 2000 Target Mall

(Sta. Rosa, Laguna) tel (049) 837.0926

1 PRINCESS DIARIES-2
2 NOW THAT I HAVE YOU
3 (DTS) ALIENT VS, PREDATOR

Cinema 2000 Waltermart

(Calamba) tel (049) 545.7383

1 NOW THAT I HAVE YOU
2 (DTS) PRINCESS DIARIES-2
3 (DOLBY) ALIENT VS, PREDATOR
4 SYLVIA

Cinema 2000 Pavilion Mall

(Biñan) tel (049) 411.1146

1 NOW THAT I HAVE YOU
2 (DOLBY) PRINCESS DIARIES-2
3 (DTS) ALIENT VS, PREDATOR
4 ELLA ENCHANTED

Cinema 2000 Cinemagix

(Urdaneta) tel(075) 568.6771

1 NOW THAT I HAVE YOU
2 RESERVED
3 (DOLBY) COLLATERAL

Cinema 2000 Metrotown

(Tarlac) tel (045) 982.1729

1 NOW THAT I HAVE YOU
2 AROUND THE WORLD IN 80 DAYS
3 (DOLBY) COLLATERAL
4 (DTS) ELLA ENCHANTED

Cinema 2000 Waltermart

(Plaridel) tel (044) 795.3327

1 ALIEN VS. PREDATOR
2 COLLATERAL
3 (DOLBY) NOW THAT I HAVE YOU

Lianas Cinema

(Alabang) tel 850.1276

1 (SDDS) PEEP SHOW
2 HAMOG
3 HAYOP SA SEX APEAL
4 (DTS) TURN ON

Lianas MovieCity

(Calamba) tel (049) 545.7202

1 (DOLBY) PRINCESS DIARIES-2
2 HAYOP SA SEX APEAL
3 (DTS) ALIEN VS. PREDATOR
4 ETERNAL SUNSHINE
5 SPARTAN

Mega Center Mall

(Cabanatuan City) tel (044) 463.3283

1 NOW THAT I HAVE YOU
2 GARFIELD
3 (DTS) ALIEN VS. PREDATOR
4 (DOLBY) THE VILLAGE

Fiesta World Mall

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1 DEAD PEOPLE
2 GARFIELD
3 ALIEN VS. PREDATOR
4 THE VILLAGE

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3 PRINCESS DIARIES 2
4 LAWS OF ATTRACTION
5 CINDERELLA STORY
6 COLLATERAL
7 BANGKOK HAUNTED 2
8 STEPFORD WIVES
9 NOW THAT I HAVE YOU
10 ALIEN VS. PREDATOR
11 GARFIELD
12 THE VILLAGE

SM CITY FAIRVIEW 9350749

1 CINDERELLA STORY
2 I, ROBOT
3 STEPFORD WIVES
4 ALIEN VS. PREDATOR
5 NOW THAT I HAVE YOU
6 THUNDERBIRDS
7 COLLATERAL
8 PRINCESS DIARIES 2
9 LAWS OF ATTRACTION
10 THE VILLAGE
11 GARFIELD
12 BANGKOK HAUNTED 2

SM CITY MANILA 5235240

1 THUNDERBIRDS
2 LAWS OF ATTRACTION
3 THE VILLAGE
4 PRINCESS DIARIES 2
5 CINDERELLA STORY
6 ALIEN VS. PREDATOR
7 COLLATERAL
8 STEPFORD WIVES
9 NOW THAT I HAVE YOU
10 ELLA ENCHANTED
11 BANGKOK HAUNTED 2
12 ALIEN VS. PREDATOR

SM CITY NORTH EDSA 9295452

1 THE VILLAGE
2 CINDERELLA STORY
3 NOW THAT I HAVE YOU
4 STEPFORD WIVES
5 LAWS OF ATTRACTION
6 THUNDERBIRDS
7 PRINCESS DIARIES 2
8 ALIEN VS. PREDATOR

SM CITY STA. MESA 7149522 • 7161416

1 NOW THAT I HAVE YOU
2 BANGKOK HAUNTED 2
3 PRINCESS DIARIES 2
4 STEPFORD WIVES
5 ALIEN VS. PREDATOR
6 CINDERELLA STORY
7 THUNDERBIRDS
8 COLLATERAL
9 LAWS OF ATTRACTION
10 THE VILLAGE

SM CINEMA TUTUBAN 2514302

1 THUNDERBIRDS
2 ALIEN VS. PREDATOR
3 NOW THAT I HAVE YOU
4 PRINCESS DIARIES 2

North

SM CITY MARILAO (044) 933 3013 to 17

1 ALIEN VS. PREDATOR
2 NOW THAT I HAVE YOU
3 DEAD PEOPLE
4 PRINCESS DIARIES 2

SM CITY PAMPANGA 7128015

1 ALIEN VS. PREDATOR
2 CINDERELLA STORY
3 NOW THAT I HAVE YOU
4 COLLATERAL
5 THE ALAMO
6 PRINCESS DIARIES 2

SM CITY BAGUIO (074) 4464505

1 ALIEN VS. PREDATOR
2 WEREWOLF: GINGERSNAPS 2
3 PRINCESS DIARIES 2
4 GARFIELD

South

SM CITY LAS PIÑAS 8058888

1 LAWS OF ATTRACTION
2 PRINCESS DIARIES 2
3 THUNDERBIRDS
4 CINDERELLA STORY
5 COLLATERAL
6 THE VILLAGE
7 NOW THAT I HAVE YOU
8 ALIEN VS. PREDATOR
9 STEPFORD WIVES
10 BANGKOK HAUNTED 2

SM CITY BICUTAN 7763055

1 THUNDERBIRDS
2 PRINCESS DIARIES 2
3 NOW THAT I HAVE YOU
4 ALIEN VS. PREDATOR

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1 PRINCESS DIARIES 2
2 THUNDERBIRDS
3 ALIEN VS. PREDATOR
4 NOW THAT I HAVE YOU

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1 COLLATERAL
2 BANGKOK HAUNTED 2
3 ALIEN VS. PREDATOR
4 PRINCESS DIARIES 2
5 THUNDERBIRDS
6 NOW THAT I HAVE YOU
7 THE VILLAGE
8 LAWS OF ATTRACTION

SM CITY DASMA (046) 4323301-04

1 PRINCESS DIARIES 2
2 NOW THAT I HAVE YOU
3 DEAD PEOPLE
4 ALIEN VS. PREDATOR

SM CITY LUCENA (042) 7106977-80

1 THE VILLAGE
2 GARFIELD
3 NOW THAT I HAVE YOU
4 ALIEN VS. PREDATOR

Visayas & Mindanao

SM CITY CEBU (032) 2313876

1 THE ALAMO
2 THE VILLAGE
3 THUNDERBIRDS
4 DIRTY DANCING: HAVANA KNIGHTS
5 COLLATERAL
6 IMELDA
7 NOW THAT I HAVE YOU
8 ALIEN VS. PREDATOR

SM CITY ILOILO (033) 3209422

1 ETERNAL SUNSHINE...
2 RESERVED
3 BANGKOK HAUNTED 2
4 NOW THAT I HAVE YOU
5 GARFIELD
6 THE VILLAGE
7 RESERVED
8 ALIEN VS. PREDATOR

SM CITY DAVAO (082) 2976998

1 THE VILLAGE
2 THUNDERBIRDS
3 NOW THAT I HAVE YOU
4 WEREWOLF: GINGERSNAPS 2
5 GARFIELD
6 ALIEN VS. PREDATOR

SM CITY CAGAYAN DE ORO (088) 8592184

1 THE VILLAGE
2 NOW THAT I HAVE YOU
3 ELLA ENCHANTED
4 ALIEN VS. PREDATOR

THE PODIUM CINEMA

1
THUNDERBIRDS
11:40 FS/12:10 MF/2:20/4:30/6:40/8:50/10:30 LFS/11:00 LMF/12:40 END

2
LAWS OF ATTRACTION
10:35 FS/11:05 MF/1:15/3:25/5:35/7:45/9:25 LFS/9:55 LMF/11:30 END

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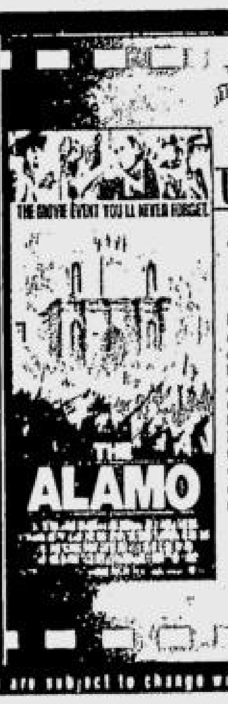

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Fil-Am star helps change the world

VERGARA. "I'm probably making sick kids feel good when I visit them, but they also make me feel good."

By Irene C. Perez

IN THE Hollywood teen world, where young blondes sport various levels of undress while singing and strutting in their pursuit of stardom, this 17-year-old Filipino-American brunette won stardom just by being herself.

Lalaine Vergara has also achieved what many other teenyboppers can't claim: She was on the list of Teen People magazine's 20 Teens Changing the World.

Mention the name Lalaine Vergara and you will get a puzzled look from most people. But say Miranda Sanchez and there'll definitely be shouts of recognition, especially among children. Lalaine has been known as the best friend of Lizzie McGuire, portrayed by fellow teen star Hillary Duff.

"People ask me, 'Are you Spanish?'" said Lalaine, best known as Miranda Sanchez on "Lizzie McGuire." "I say I have Spanish in me but I'm not just Spanish. I'm proud of my ethnicities and I will always be proud of being a Filipino."

Born on June 3, 1987 to Filipino parents from Batangas and Pampanga, this 5-foot-5 sweetheart writes songs, dances and plays parts on TV, movies and stage.

Lalaine, who was last here in 1995, has been in the Philippines shooting "Flipside," a travel-cum-lifestyle program produced by CCI Asia Television Inc. and to be aired on Living Asia Channel in October.

"I am very excited about this project," she said. "It's been a while since I was here and this is just great."

Earlier, she paid a visit to President Macapagal-Arroyo, who told Lalaine, "I'm sure you will be (more) successful. We Filipinos are very proud of you and claim you as our own."

Introducing RP

In "Flipside," this teenage *balikbayan* reorients herself with a kaleidoscope of everything Filipino—culture, food, fashion, sports, film, music.

Lalaine grew up in California, but she understands Filipino and likes to eat *adobo* with steamed fragrant rice.

To be shown all over Asia and North America via The Filipino Channel, "Flipside" intends to re-educate Filipino viewers all over the world, particularly the young ones, to help them discover their heritage and culture. It also intends to introduce the Philippines to foreign audiences.

So far, Lalaine has been to Intramuros and Quiapo, and shopped in Makati and Greenhills.

Youth spokesperson

Lalaine's passion for charity work got her involved in events such as Aids Benefit Concert, Ronald McDonald Charity, N' Sync Challenge for Youth, Children United International and other young people's organizations. This in turn earned her a place in Teen People's list of 20 Teens Changing the World.

Says Lalaine on her official website (http://www.lalaine.net, which averages 5,000,000 hits per month): "I visit hospitals all the time—spontaneously. Not for a 'Disney Day,' not as 'Miranda Sanchez,' just as myself. I like to show up at hospitals and visit sick kids without them knowing I'm coming, so that it's a special surprise. They get so excited, and even get up out of bed. I'm probably making them feel good, but they also make me feel good."

The California youth program Power Play chose Lalaine as its spokesperson (after Shaquille O'Neal). The program encourages kids to eat fruits and veggies and take at least an hour a day to get active. Lalaine, who plays basketball, football, ice-skating, skiing, golfing, horseback riding, swimming and bowling, fits the bill well.

As for extending her helping hand in the Philippines, she said it's part of her plans, "but nothing is definite as of now."

Miranda is me

"Miranda is exactly like me except more amplified," said Lalaine of her "Lizzie McGuire" character. "I took the character and embraced it. I'm naturally funny, or comedic, if you will. It's so me."

She receives thousands of letters from fans each week, some even from adults who see her as a role model.

"I know my responsibilities as a celebrity," she said. "Of course, there's stuff I can't do because kids look up to me, but that's okay."

Debut at 10

She said that as early as when she was 2 years old, she knew she was made for the stage. "I love theater," she said.

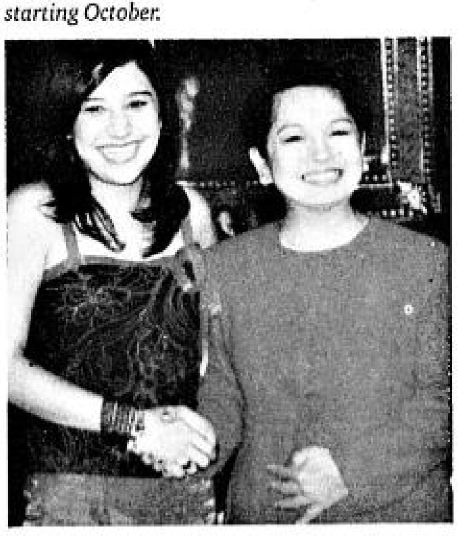
Inspired by her sister Cristina who was in "Miss Saigon" in 1996, Lalaine auditioned for various musicals and finally took a bow as Little Cosette/Eponine in Cameron Mackintosh's Broadway production of "Les Miserables" when she was 10.

Then came endorsements for Barbie, Burger King, Quaker Oats and Microsoft. She did voices for the movies "Mrs. Santa Claus," "Inspector Gadget," "Lolita" and "Babe." Her latest guesting stint was on "Buffy the Vampire Slayer," which stars Sarah Michelle Gellar.

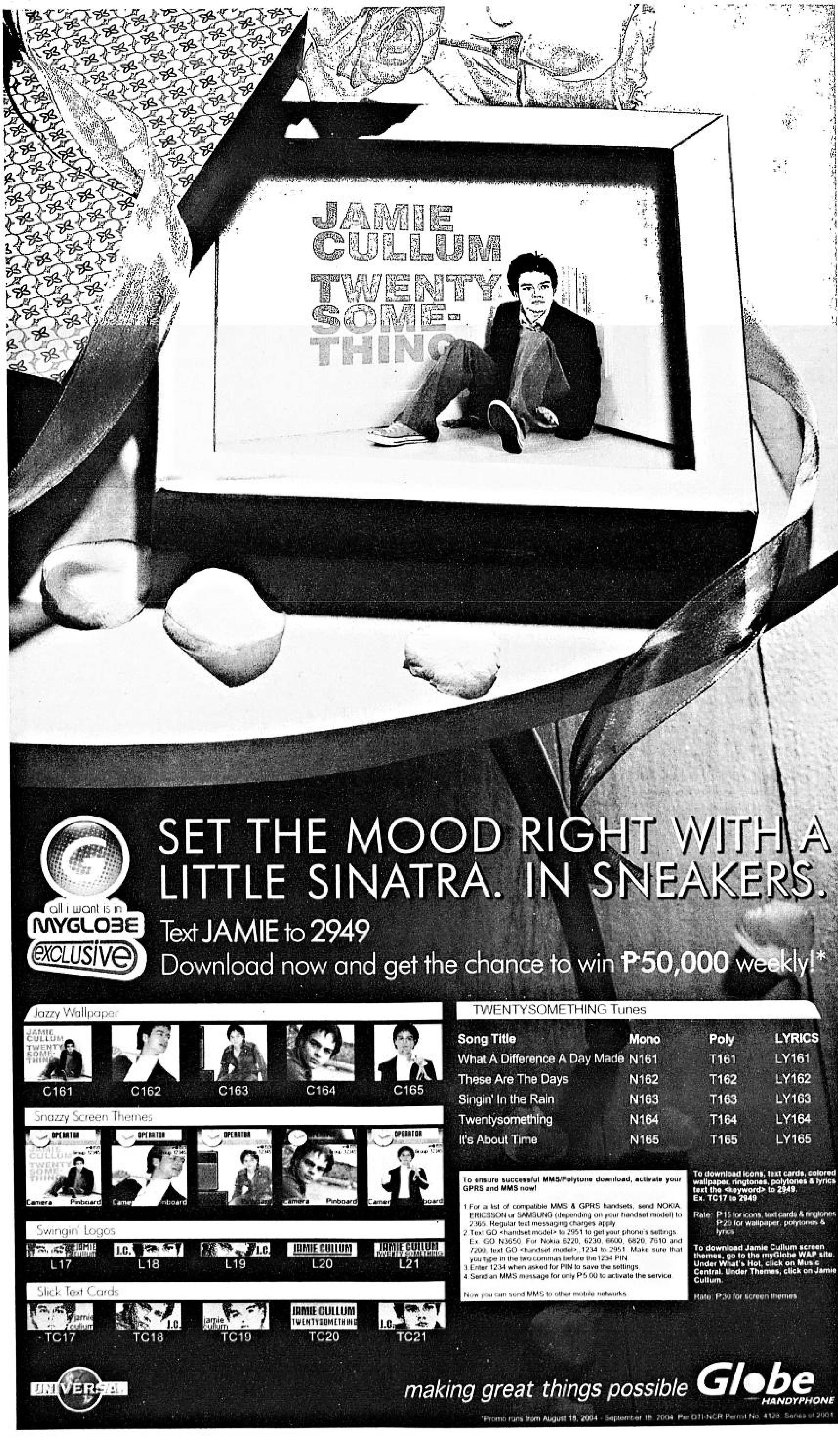
Lalaine's song "You Wish," from her movie of the same title, became a huge hit on Radio Disney. She recently starred in an indie film, "Promised Land."

Does she have a special boy right now? "I have lots of friends," she said. "I'm just having fun and I'm too busy to be responsible for that."

"Flipside," produced by CCI Asia Television Inc., and sponsored by Sari-Sari Group and Philippine Airlines, airs on Living Asia Channel starting October.



PALACE CALL. "We're very proud of you and claim you as our own," President Arroyo tells Lalaine. PHOTOS BY VAL HANDUMON



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Eddie Mercado slowly 'coming back' after stroke

MERCADO encouraged by friends

By Peachy Vibal-Guioguio
Contributor

LAST Saturday, Aug. 21, Eddie Mercado's friends in show biz again gathered to rally behind the host and singer who has been felled by a massive stroke.

They performed in a show at the Hard Rock Café in Makati City to raise funds for Eddie's latest medical expenses: Pilita Corrales, Jaya, Elizabeth Ramsey, Pepe Pimentel, Boots Anson-Roa, Cito Beltran, Willie Nepomuceno, Jose Mari Chan, John Lesaca, Isay Alvarez, Robert Seña, Bituin Escalante, Dulce, Richard Merk and others. Unlike in the first fund-raising concert for Eddie in May at Merk's Bistro in Greenbelt 3, Eddie was strong enough to be present last Saturday and "was crying the entire time," according to his wife Marivic.

"People encouraged him to fight and have therapy and you can see that he was touched by the outpouring of love and support from his friends in show biz," said his wife.

Billboard of faith

One day after the concert, Marivic was driving along the South Expressway when she focused on the many billboards along the freeway. One day, she told herself, she and Eddie would put up their own billboard there. It would say, "Look at what the Lord has done. I'm back. – Eddie Mercado."

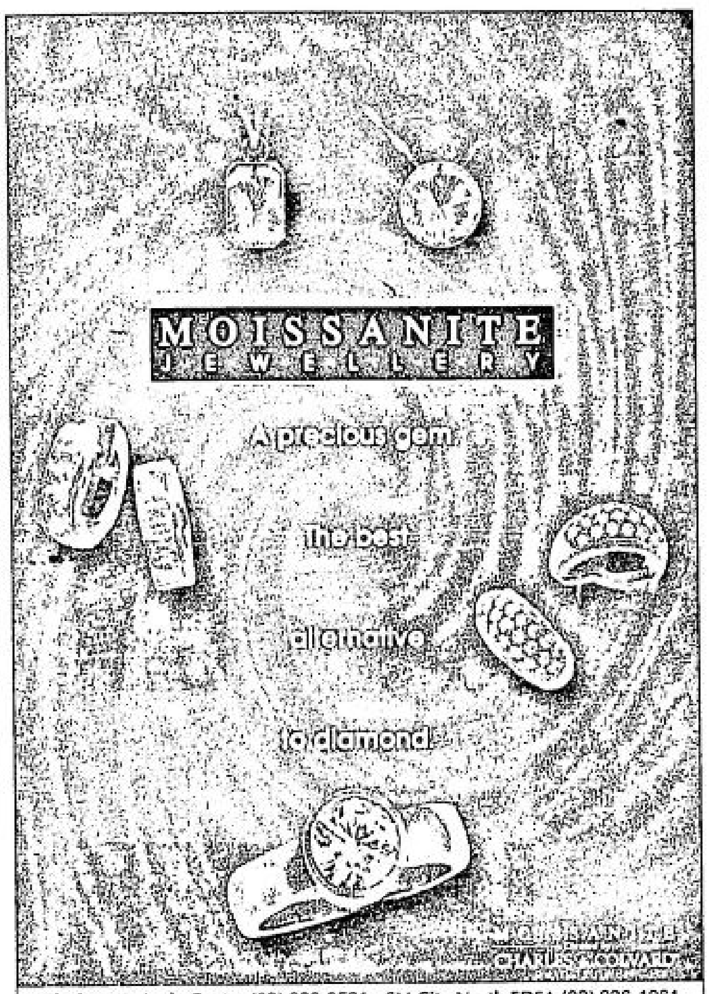
"It will be a good testament that the Lord really works in mysterious ways," said Marivic, 44.

Indeed, Eddie, 65, is coming back, if slowly. Last May, he suffered a massive stroke and had brain surgery to remove a blood clot in his nape, at the Asian Hospital in Muntinlupa.

Later that month, Richard Merk organized a fund-raising show at Merk's Bar to help pay for Eddie's hospital bills. After a month and a half in the hospital, Eddie went home.

Three weeks later, Eddie started to lose his appetite and had severe diarrhea, according to Marivic. "He would go into a deep sleep,

EDDIE/ A34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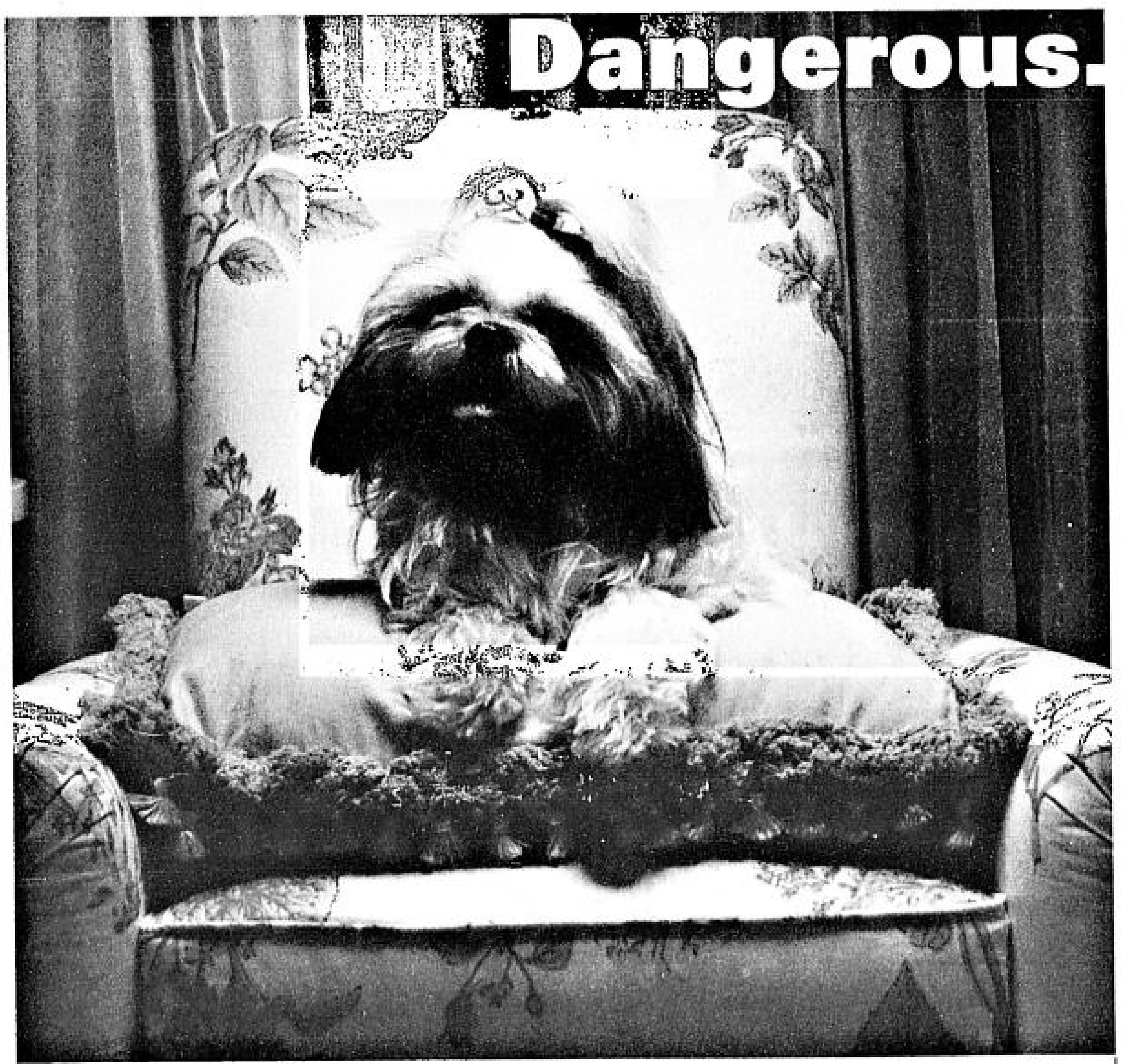

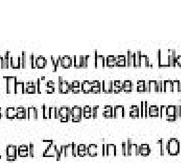
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MTV POP SUPAHSTAR
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VIVA

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HOT FM 91.1 DJ HUNT
August 28, 2004
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August 29, 2004
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Centermall
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SM CITY MANILA
SIPOL ALBUM TOUR
August 27, 2004
Friday • 5:00pm
UGF, East Atrium
AI-AI ALBUM TOUR
August 28, 2004
Saturday • 5:00pm
UGF, East Atrium
NO CURFEW featuring AKAFELLAS
August 29, 2004
Sunday • 5:00pm
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KUNDIMAN featuring NOSTALGIA CHOIR
August 29, 2004 • Sunday
6:30pm • UGF, East Atrium
GMA

SM CITY BIGUTAN
SLIMMER'S WORLD DEMO TOUR
August 27, 2004
Friday • 4:00pm
Entertainment Plaza, Bldg. A
CENTER FOR POP RECITAL with special guest KING
August 28, 2004
Saturday • 4:00pm
Entertainment Plaza, Bldg. A
EDDIE GIL ALBUM TOUR
August 29, 2004
Sunday • 4:00pm
Entertainment Plaza, Bldg. A
ALPHA

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MASCULADOS ALBUM TOUR
August 27, 2004 • Friday • 5:00pm
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August 30, 2004
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3rd Floor, Entertainment Plaza

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Friday • 4:00pm
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Saturday • 4:00pm
Covered Walk
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JOY & BEVS MALL TOUR
August 27, 2004
Friday • 4:00pm
LGF, Eastwing Atrium
SIPOL ALBUM TOUR
August 28, 2004
Saturday • 4:00pm
LGF, Eastwing Atrium
GRAND PRIX RACE
August 29, 2004
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KUNDIMAN SERENADE FOR GRANDPARENTS
August 27, 2004
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Activity Area
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August 28, 2004
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SEARCH FOR SINGING LOLO & LOLA
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Sunday • 4:00pm
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Annex Atrium
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ACE HARDWARE WORKSHOP WEEKENDS
August 28, 2004
Saturday • 4:00pm
Center Atrium
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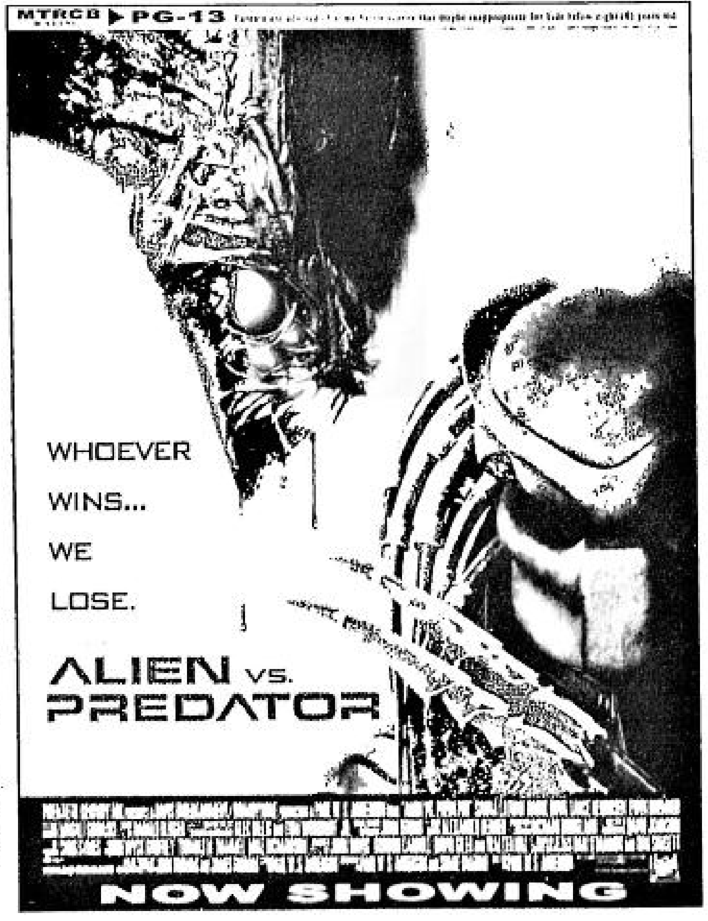


The naked news

VIEWFINDER

Nestor U. Torre

LOCAL viewers were recently titillated by a report about a TV newscast in Europe in which the newscasters appeared in the nude. This is the kinky stuff of which tabloid news items are made, but the report is all too true.

In fact, it's rather old-hat. I remember visiting a friend's house in the United States years ago, and getting shocked out of my socks to catch a similar "naked news" program on a cable channel.

I was also surprised to see that my friend's family didn't pay much mind to the naked video images. They had gotten so used to them that, to them, they had lost their capacity to shock.

Also, it soon became clear that the newscasters' nudity wasn't really total. They all had their legs crossed, effectively hiding their, ah, primary sex organs from view, so as not to *completely* distract viewers from the news they were reporting.

Of course, viewers tune in to nude newscasts not for the news, but for the nudity. But, the shock or titillation value of all that nakedness quickly palls, so the news eventually becomes more than just an excuse for the newscasters to take off their clothes and do their reports in the raw.

Talk about redeeming social value, that takes the (cheese and beef) cake.

Polygraph tests on TV

LIE detector tests used to be of interest mainly to law enforcement officers, but they've become more generally popular of late, thanks or no thanks to the exposure they've been getting on some TV shows.

It started on a matchmaking show on cable television. Three young men vied for the favor of a pretty girl, but it was her parents who decided which suitor would be the best for her.

To help them make the right decision and to see through the suitors' ruses or downright lies, the parents brought in a professional polygrapher who gave each young man a lie detector test.

The unusual gimmick became so popular that, predictably enough, it's been imitated on local TV, on the recent "30 Days" show, where the finalists were made to take a polygraph test to determine how they *really* felt about their more controversial relationships.

Thus, local viewers are now curious about polygraph exams, how they work, and if they *really* separate the truthful from the chronic liars. Some answers:

When people take a lie detector test, the changes in their breathing, heart rate and sweating tell the polygrapher when they are lying.

The polygrapher evaluates the respondent's answer by comparing the changes when he's asked an incriminating question to his physiological responses to irrelevant questions that are also supposed to produce emotional responses.

If administered well, a lie detector test is very dependable. A study has concluded that its "error factor" is small.

But some professional polygraphers caution that highly emotional but innocent individuals who fear the consequences of flunking a lie detector test may react more strongly than unreactive but guilty suspects who are not so fearful.

And, when suspects don't believe that the test is valid, there is a good chance that their responses will be affected by their doubts and fears.

With these and other subjective factors in play, the validity of polygraph tests goes down. Experiments involving mock crimes usually show that lie detector tests are accurate about 70 to 85 percent of the time.

But, professional polygraphers are critical of laboratory data. They believe that the polygraph is more accurate in real life.

Professionals themselves claim that the "mechanical" lie detector is accurate 90 or more percent of the time. But they frown on the growing trend of using the tests for trivial purposes—for instance, as unique gimmicks on some television programs. TV people, take note—and be careful.

More new films

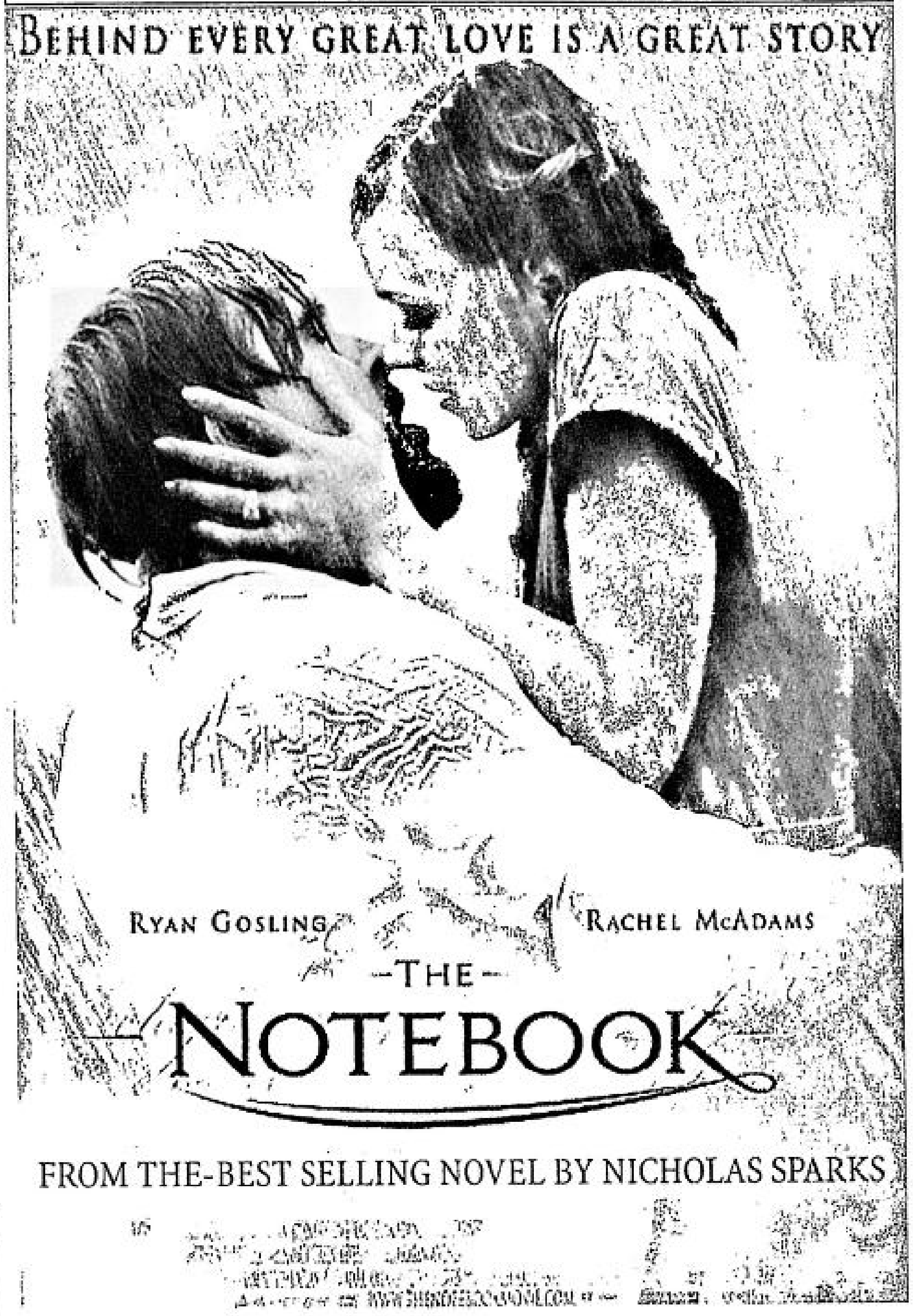
BUENA Vista International announces the release of these new films during the second half of 2004:

"The Incredibles." A hilarious animated adventure about a family of out-of-commission superheroes who become involved in a top-secret assignment.

"Dark Water." Based on a Japanese film, this psychological chiller is about a young mother (**Jennifer Connelly**) who goes to extreme lengths to keep her daughter safe.

"The Last Shot." A struggling filmmaker (**Alec Baldwin**) turns out to be an undercover FBI agent who's just using the production as part of a sting operation.

MTRCB RATING ▶ PG-13
OPENS SEPTEMBER 1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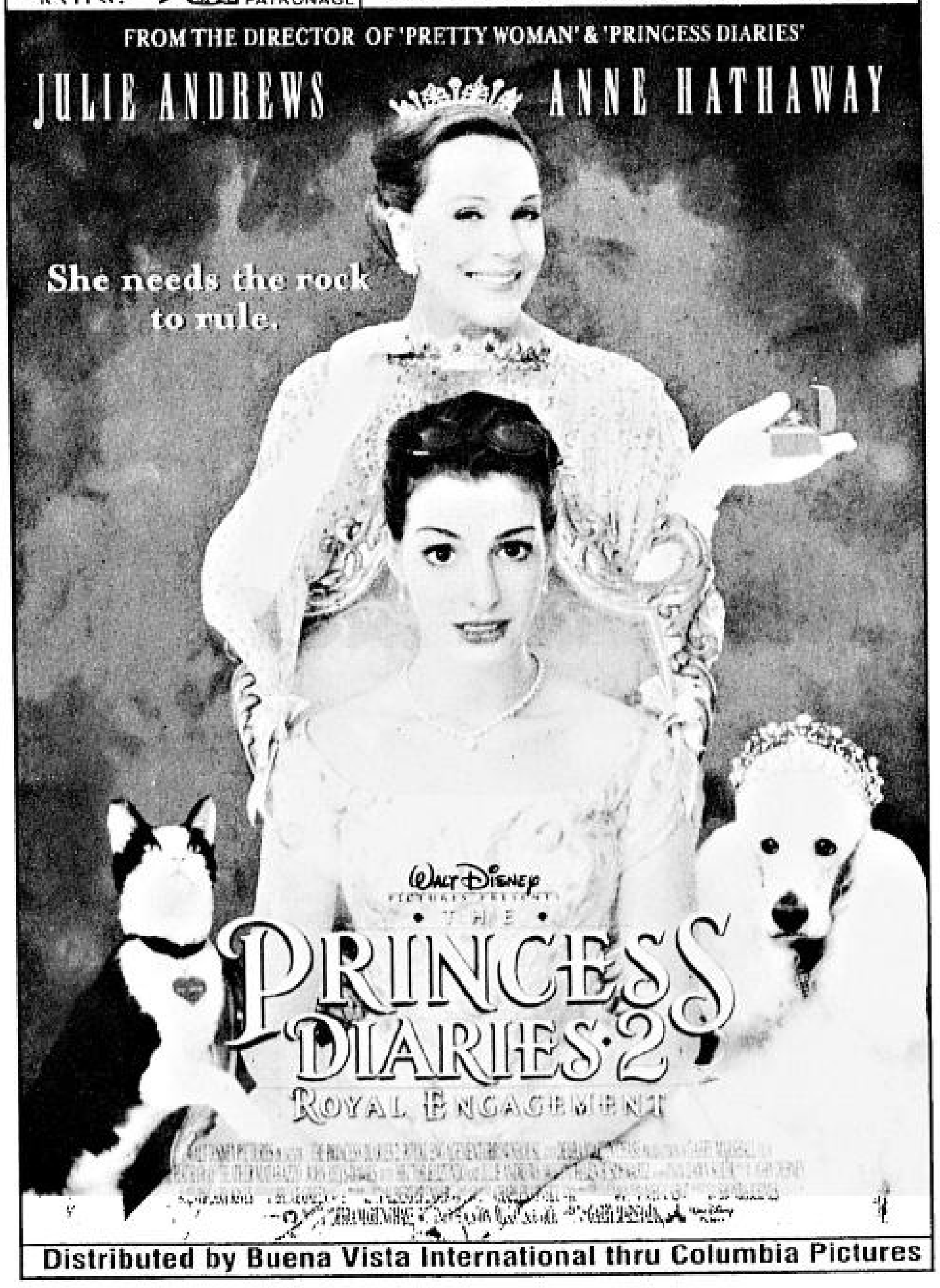
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Eddie Mercado...

From page A33

then wake up in a snap, then go back to snoring," recalled Marivic.

She felt something was still wrong with him and decided to bring him back to the hospital. Doctors found that Eddie's white blood cell count was very high and recommended confinement again.

The day after Eddie checked into the hospital, Marivic noticed he was breaking out in a cold sweat, his eyes were dazed and he mumbled incoherently. The hospital called a code blue emergency alert. "Code blue means the patient is in a delicate condition," Marivic explained. "All the doctors and nurses on the floor attend to the patient and the entire hospital staff is on alert."

Eddie's sugar level had dropped so low that he could have gone into a coma had it not been for the timely intervention. The doctors asked Marivic for the medicine that Eddie had been taking until then. "When we were discharged from the hospital last July, Eddie's doctor prescribed Diovan to regulate his high blood pressure," Marivic said.

She had bought the medicine from a drugstore chain. The doctors discovered that the medicine Eddie had been taking was not Diovan but Dionorm, a medicine for diabetics.

Therapy sessions

Eddie's second hospital confinement because of the wrong medication meant new hospital bills. Since she and her son are both active members of the Trumpets theater company, and Eddie himself used to teach in one of the Trumpets programs, Marivic requested the outfit's staff's help in putting up another fund-raising show for Eddie. That was the Hard Rock show.

Eddie now has physical, occupational and speech therapy every Tuesday, Thursday and Saturday. Before the Hard Rock show when friends surrounded him and encouraged him, Eddie had dreaded therapy because of the pain. But last Monday, Eddie asked to be driven to the hospital even when he was in his house clothes. Marivic had to convince him to come back home and change.

Eddie really wants to get well, and is even excited about it, said Marivic.

Billy Crawford 'Exorcist' movie…

From page A36

moguls, brothers Bob and Harvey Weinstein, was shot not in our beloved Philippines but in Australia and China. The Philippines was reportedly nixed because of unrest at the time the producers were deciding where to shoot the film.

So Shanghai subbed for Manila and Queensland, the POW camp.

"I heard Cesar directs, too," Bratt said to us. Julia Roberts' famous ex, who is now married to Talisa Sotto, is one of the best-groomed actors we've interviewed in years. Wish we could say the same thing about all the actors that we encounter.

Bratt announced to us that "The Great Raid," which also stars James Franco of "Spider-Man," and Joseph Fiennes, will open on Feb. 18, 2005 in the US.

Asked to explain the delay in the film's release, Bratt could only offer a guess: "Upon the film's completion, the world political climate is not necessarily ready for an American film depicting American military heroism, which is what the film is about. It's based on a real life World War II event where an elite group of Army Special Forces goes in and rescues 500 American prisoners-of-war.

"That could be part of the reason," Bratt added. "I'm sure there are numerous other reasons. I've seen it and I think you'll enjoy it."

Maybe, Meryl

ONE WEEKEND on the other coast of America, Meryl Streep, in describing a recent trip to China, seemed genuinely surprised and touched that people in Shanghai and Beijing knew her. As she "read" the INQUIRER and posed for pictures, we told her that cineastes in the Philippines also idolize her.

"Oh really?" exclaimed The Great One. "Maybe I should go there, too!"

E-mail the author, the first Filipino member of the 60-year-old Hollywood Foreign Press Association, at rvnjrn@aol.com.

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3 JANDARA 12:40, 3:00, 5:20, 7:40, 10:00
4 THUNDERBIRDS 10:40, 1:00, 3:15, 5:30, 7:45, 10:00
5 LAWS OF ATTRACTION 10:40, 1:00, 3:15, 5:30, 7:45, 10:00
6 ALIEN VS. PREDATOR 10:20, 12:40, 3:00, 5:20, 7:40, 10:00
7 HAMOG 10:35, 12:50, 3:05, 7:35, 9:50
8 NOW THAT I HAVE YOU 10:40, 1:00, 3:15, 5:30, 7:45, 10:00
9 THE STEPFORD WIVES 10:45, 1:00, 3:15, 5:30, 7:45, 10:00
10 THE VILLAGE 12:40, 3:00, 5:20, 7:40, 10:00

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1 PRINCESS DIARIES 2 11:30, 2:00, 4:30, 7:00, 9:40
2 JANDARA 10:40, 12:55, 3:10, 5:25, 7:40, 9:50
3 ALIEN VS. PREDATOR 10:10, 12:30, 2:50, 5:10, 7:30, 9:50
4 HAMOG 10:30, 12:30, 2:30, 4:30, 6:30, 8:30, 10:00
5 NOW THAT I HAVE YOU 11:30, 1:35, 3:40, 5:45, 7:50, 9:55
6 LAWS OF ATTRACTION 10:30, 12:45, 3:00, 5:15, 7:30, 9:50
7 THUNDERBIRDS 11:10, 1:30, 3:50, 6:10, 8:20, 10:00

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1 LAWS OF ATTRACTION 10:50, 12:50, 2:50, 4:50, 6:50, 9:00
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4 THE VILLAGE 10:50, 12:50, 2:50, 4:50, 6:50, 9:00
5 PRINCESS DIARIES 2 11:55, 2:35, 5:15, 7:55, 10:30
6 ALIEN VS. PREDATOR 10:50, 12:50, 2:50, 4:50, 6:50, 8:45, 10:30
7 NOW THAT I HAVE YOU 10:50, 12:50, 2:50, 4:50, 6:50, 9:00
8 HAMOG 10:50, 12:50, 2:50, 4:50, 6:50, 9:00

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1 ALIEN VS. PREDATOR 10:15, 12:45, 3:15, 5:45, 8:30
2 PRINCESS DIARIES 2 10:15, 12:25, 2:35, 4:45, 6:55, 9:00
3 THUNDERBIRDS 10:15, 12:45, 3:15, 5:45, 8:30
4 NOW THAT I HAVE YOU 10:15, 12:45, 3:15, 5:45, 8:30
5 PRINCESS DIARIES 2 11:20, 1:30, 3:40, 5:50, 8:00
6 LAWS OF ATTRACTION 11:00, 1:20, 3:40, 6:00, 8:30
7 HAMOG 10:15, 12:25, 2:35, 4:45, 6:55, 9:00
8 THE VILLAGE 11:20, 1:40, 4:00, 6:20, 8:40

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4 PRINCESS DIARIES 2
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6 BANGKOK HAUNTED 2

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5 THE STEPFORD WIVES

G1 GLORIETTA 1
1 LAWS OF ATTRACTION
2 PRINCESS DIARIES 2
3 ALIEN VS. PREDATOR
4 NOW THAT I HAVE YOU

G4 GLORIETTA 4
1 ALIEN VS. PREDATOR
2 THUNDERBIRDS
THX 3 GUARANTEED SEATS LAWS OF ATTRACTION 12:30, 2:50, 4:30, 6:30, 8:30, 10:30
4 THE VILLAGE
5 A CINDERELLA STORY
6 PRINCESS DIARIES 2
7 THE STEPFORD WIVES

GB1 GREENBELT 1
1 LAWS OF ATTRACTION 11:55, 2:00, 4:05, 6:10, 8:15
2 PRINCESS DIARIES 2 12:30, 2:50, 5:10, 7:30, 9:50

GB3 GREENBELT 3
THX 1 GUARANTEED SEATS LAWS OF ATTRACTION 2:45, 4:50, 6:55, 9:00, 11:05
THX 2 GUARANTEED SEATS PRINCESS DIARIES 2 1:55, 4:15, 6:35, 8:55, 11:15
3 GUARANTEED SEATS A CINDERELLA STORY 1:30, 3:30, 5:30, 7:30, 9:30, 11:30
4 GUARANTEED SEATS THE STEPFORD WIVES 1:30, 3:30, 5:30, 7:30, 9:30, 11:30
5 GUARANTEED SEATS ALIEN VS. PREDATOR 2:35, 4:45, 6:55, 9:05, 11:15

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ENTERTAINMENT

Billy Crawford's 'Exorcist' movie straight to video

CRAWFORD. Better than none at all

By Ruben V. Nepales
L.A. Correspondent

LOS ANGELES—"That's Entertainment" alum Billy Crawford's acting efforts in the prequel to "The Exorcist" won't be a complete waste, after all.

Director Paul Schrader's version, the one in which Kuya Germs' former *alaga* has a major role, will be released on DVD. Director Renny Harlin's version will be the one to be released in the theaters.

A DVD release is definitely better than no chance at all to see Billy's performance.

In case you have not been following this issue, Renny was asked to completely re-shoot the film. Billy and most of Schrader's cast were not asked to return for the re-shoots.

Writes Greg Dean Schmitz in his online "Greg's Previews" page on the decision to release Schrader's take on DVD: "This does a great deal to dismiss complaints about Schrader's dismissal, as we will get a chance to see his film and judge it on its own merits. If it's truly awful, as Warner Bros. seemed to be insinuating, we'll know, and if it isn't (awful), maybe on DVD, it will get a chance to flourish in a way it might not have theatrically. Time will tell."

Well-groomed Bratt

"I HEARD he's the Tom Cruise of the Philippines."

Benjamin Bratt told us that about Cesar Montano when we were introduced to him at the press con for "Catwoman."

"He's great," Bratt added about his Filipino co-star in Miramax's "The Great Raid," a film about the daring rescue of hundreds of American prisoners-of-war in a Cabanatuan Japanese camp during World War II.

Alas, as everyone knows by now, this movie produced by those modern-day studio

BILLY A35

Araneta Center ENTERTAINMENT GUIDE

ALI MALL CINEPLEX

3	Dolby PRINCESS DIARIES 2	11:55 am 2:10 pm 4:25 pm 6:40 pm 8:55 pm
4	SDDS ALIEN vs PREDATOR	12:10 pm 2:25 pm 4:40 pm 6:55 pm 9:10 pm
5	dts THUNDERBIRDS	11:55 am 2:10 pm 4:25 pm 6:40 pm 8:55 pm
6	Dolby LAWS OF ATTRACTION	11:55 am 2:10 pm 4:25 pm 6:40 pm 8:55 pm
7	Dolby NOW THAT I HAVE YOU	11:55 am 2:10 pm 4:25 pm 6:40 pm 8:55 pm

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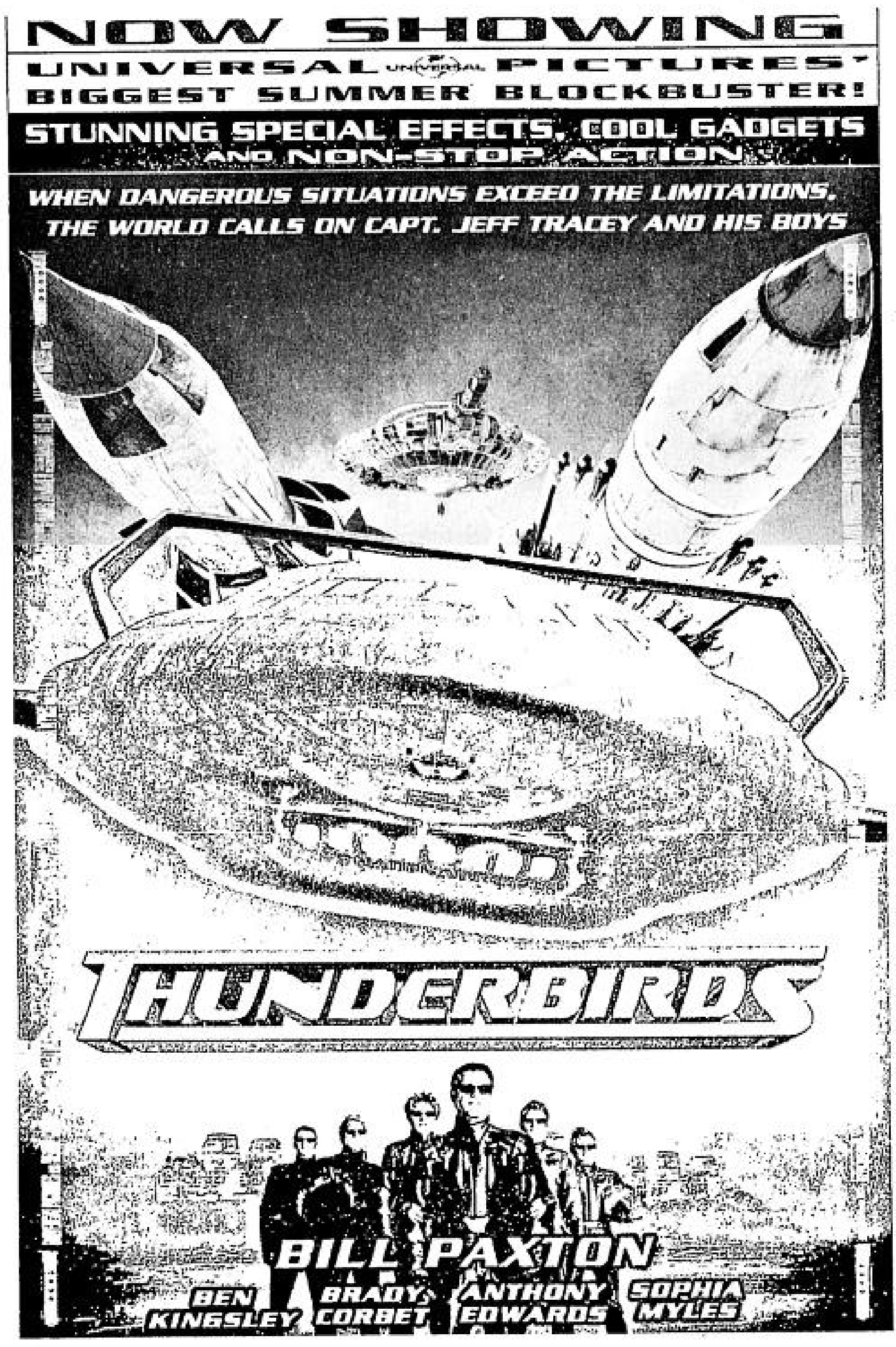
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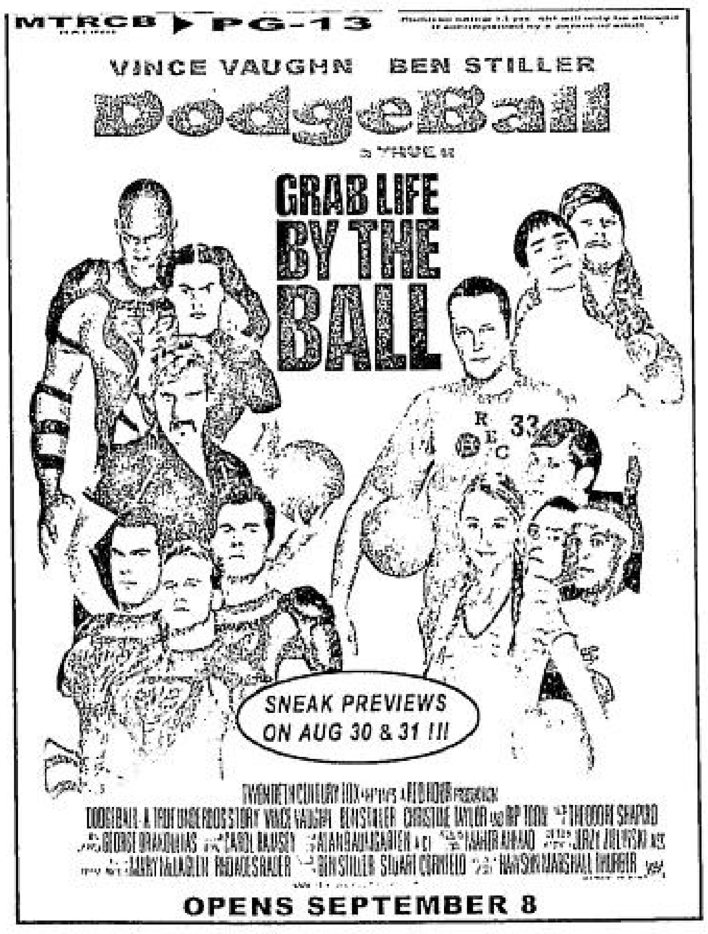
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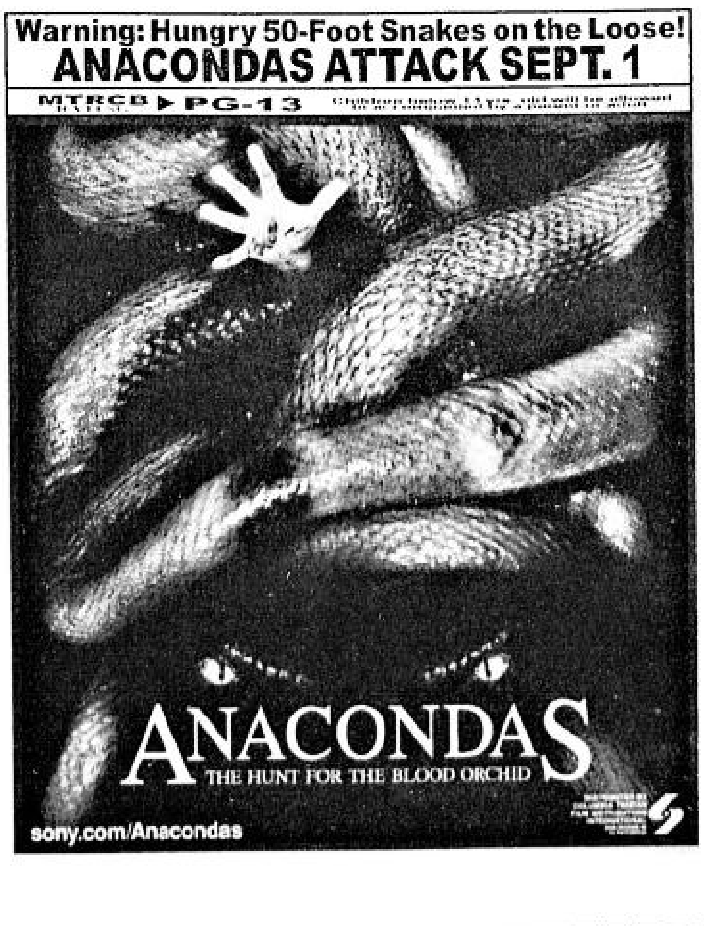
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Subject to MTRCB Rating
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NOTEBOOK
13 going on 30
DIFFERENT LOYALTY
September 1
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September 15
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September 29
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A story about two New York divorce attorneys who are often competing against each other, but end up in a relationship nonetheless. When they get married, can they avoid the same issues at home that lead people to provide them business at work? Find out why getting married is a great way to fall in love.

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ODEON-2	BUKID AY BASA / KASIBULAN
ROBEN	BOLD STAR
TANDEM-1	SUGAT
TANDEM-2	KATAWAN MO LANGIT KO
TIMES	SPY LEGEND OF CROCODILE

QUEZON CITY

ACT-1	SENSUAL ISLAND
ACT-2	KAYA KO PERO MASAKIT
ACT-3	ORIGINAL SIN
ACT-4	HANGGANG KAILAN KA PAPATAY
CORONET A	HAMOG
CORONET B	A MAN APART
QUEZON-1	BERTUD NG PUTIK
REMAR	X-MEN 2
REMAR-2	BOLD STAR

NOVA MALL - NOVALICHES CINEMA

A	HAMOG
B	CLOSED
C	

MANDALUYONG CITY

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CINEMA 1,2,3&4	ALIEN VS PREDATOR/STEPFORD WIVES/CINDERELLA STORY/THE VILLAGE
PREMIERE THEATRE	STEPFORD WIVES

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STA. LUCIA EAST	(681-5401 TO 19)
CINEMA-1	GARFIELD
CINEMA-2	HAMOG
CINEMA-3	STEFORD WIVES
CINEMA-4 (DOLBY DIGITAL)	BANGKOK HAUNTED 2
CINEMA-5 (DTS)	COLLATERAL
CINEMA-6	VILLAGE
CINEMA-7	CINDERELLA STORY
CINEMA-8	KARELASYON
CINEMA-9 (DTS)	ALIEN VS. PREDATOR
CINEMA-10 (DOLBY DIGITAL)	PRINCESS DIARIES 2
CINEMA-11 (SDDS)	THUNDERBIRDS
CINEMA-12	LAWS OF ATTRACTION
CINEMA-14	PRINCESS DIARIES 2
CINEMA-15	NOW THAT I HAVE YOU

LORES

CINEMA-2	SENSUAL ISLAND
CINEMA-3	KAYA KO PERO MASAKIT

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(LAS PINAS)	ALIEN VS PREDATOR
CINEMA-1	NOW THAT I HAVE YOU
CINEMA-2	GARFIELD
CINEMA-4	VILLAGE

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(PARANAQUE)	SENSUAL ISLAND
CINEMA-1	KAYA KO PERO MASAKIT
CINEMA-2	MEN IN BLACK II
CINEMA-4	SELDA

FRIDAY, AUGUST 27, 2004

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Investment perks cost gov't ₱229B

By Michelle V. Remo

THE GOVERNMENT last year lost P229.4 billion in potential revenue due to tax breaks and duty exemptions granted to businesses, which were hoped to make the country attractive to investors.

The huge foregone revenue recorded last year, which was higher than the budget deficit of P199 billion, prompted the government to review all the tax perks and duty exemption privileges offered to investors. The objective is to trim down the list of incentives by withdrawing those deemed the least necessary.

The rationalization of the country's fiscal incentives is one of the eight revenue-enhancement measures being pushed by the Arroyo administration's economic team to ease the budget deficit problem and avert a full-blown fiscal crisis.

Finance Undersecretary Grace Tan said that of the P229.4 billion in foregone revenue, P55 billion was lost due to incentives granted under special laws, and the tax credits and other perks provided by the National Internal Revenue Code and the Tariff and Customs Code. The Board of Investments and the Philippine Economic Zone Authority accounted for a total of P159.45 billion, representing perks that included tax holidays and duty-free privileges on capital equipment importation. The balance represents the incentives granted under international agreements.

The incentives granted under special laws, the National Internal Revenue Code and the Tariff and Customs Code, said Tan, were now being reviewed by the Department of Finance. The result of the review will be used by the DOF in the formulation of its own version of a fiscal rationalization measure that will be submitted to Congress for legislation.

The incentive packages offered by the BOI and the Peza are now being reviewed by the Department of Trade and Industry (DTI), which will craft the investment incentives rationalization plan for the two investment agencies.

TAN

There are, at present, 124 laws granting different kinds of incentives to qualified businesses operating in the country. The rationalization plan aims to consolidate all the incentives—except those granted by the BOI and Peza—into a single law.

The plan also calls for the consolidation into one body of all units of the various government agencies processing and approving applications for incentives. Such a move is hoped to result in a more efficient system of assessing the significance of these incentives.

Aside from addressing the deficit problem, the rationalization of fiscal incentives is also aimed at correcting the tendency of businesses to become heavily dependent on the government, a finance official said.

"Incentives should only be intended to help businesses in their initial stages of operations, and not to make the government shoulder their risks," said another DOF official.

The government's revenue-enhancement measures are aimed at trimming down the budget deficit until it is completely wiped out by 2009 or 2010.

The other revenue-enhancing measures are the P2 per liter increase in petroleum taxes, indexation of the excise taxes on alcohol and cigarettes to inflation, tax amnesty, shift from net to gross income taxation, implementation of a performance-based attrition system among government agencies, the imposition of franchise tax on telecommunication companies and a two-step increase in the value-added tax rate.

These measures are expected to generate P80 billion in additional yearly revenue.

INDICATORS

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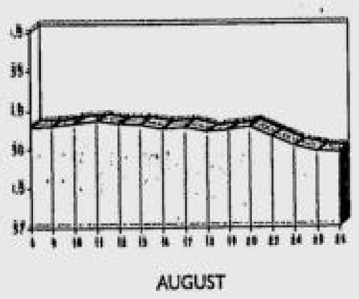

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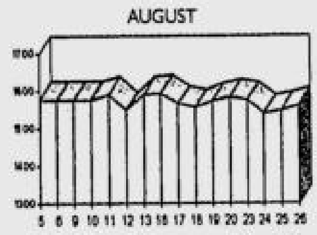
Japan	Yen	0.007551	0.009126	0.5104
United Kingdom	Pound	1.483038	1.792400	100.2489
Hong Kong	Dollar	0.106081	0.128210	7.1708
Switzerland	Franc	0.650270	0.785916	43.9563
Canada	Dollar	0.633492	0.765638	42.8221
Singapore	Dollar	0.483184	0.583976	32.6618
Australia	Dollar	0.585648	0.707814	39.5880
Bahrain	Dinar*	2.194821	2.652661	148.3633
Saudi Arabia	Rial	0.220635	0.266660	14.9143
Brunei	Dollar	0.481777	0.582276	32.5667
Indonesia	Rupiah	0.000089	0.000108	0.0060
Thailand	Baht	0.019961	0.024125	1.3493
UAE	Dirham	0.225272	0.272264	15.2277
Euro	Euro	1.000000	1.208600	67.5970
Argentina	Peso	0.275801	0.333333	18.6433
Brazil	Real	0.280285	0.338753	18.9465
Denmark	Kroner	0.134441	0.162485	9.0878
India	Rupee	0.017882	0.021612	1.2088
Malaysia	Ringgit	0.217767	0.263193	14.7204
Mexico	New Peso	0.072790	0.087974	4.9204
New Zealand	Dollar	0.541282	0.654193	36.5890
Norway	Kroner	0.120453	0.145579	8.1422
Pakistan	Rupee	0.014120	0.017065	0.9544
South Africa	Rand	0.123654	0.149448	8.3586
Korea	Won	0.000717	0.000867	0.0485
Sweden	Kroner	0.109082	0.131837	7.3736
Syria	Pound	0.022901	0.027678	1.5480
Taiwan	Nt Dollar	0.024321	0.029394	1.6440
Venezuela	Bolivar	0.000432	0.000522	0.0292

STOCK MARKET

Shares up on back of Wall St. rise



(See stock market report on Page B2)

SHARE prices closed 0.85 percent higher yesterday as investors picked up bargains on the back of Wall Street's gains overnight, dealers said.

Dealers said investors sought to take advantage of stocks viewed as offering good valuations after the market's sharp slump earlier in the week when President Macapagal-Arroyo said the country was in the midst of a "fiscal crisis."

The Philippine Stock Exchange composite index added 13.25 points to end at 1,561.33 after moving between 1,547.35 and 1,565.80.

Volume reached 946.07 million shares worth P1.007 billion compared to 1.07 billion shares worth P602.07 million on Wednesday.

In the broader market, gainers beat losers 44 to 24, with 40 stocks ending unchanged.

The all-shares index was up 9.60 points at 1,011.61, the commercial-industrial index gained 23.70 to 2,484.24, and property rose 4.96 to 515.76. Mining advanced 60.56 to 1,843.04, oil retreated 0.02 to 1.69, while banking and finance was up 2.25 at 456.50.

"The technical correction we had early this week has given investors a chance to buy more stocks at lower prices," Regina Capital Development analyst Gomer Tan said.

Globe Telecom was the most actively traded stock, closing up P15 at P850.

Ayala Corp. gained 10 centavos to P5.30, Ayala Land added 20 centavos to P5.40, while DMCI Holdings added 16 centavos to P2.02.

SM Prime shed 10 centavos to P5.70, Philippine Long Distance Telephone Co. dropped P5 to P1,245, and Pilipino Telephone Co. gained 12 centavos to P2.60.

AFP

PROJECTED HIGHER INFLATION

BSP keeps policy rates unchanged

By Doris C. Dumlao

THE MONETARY Board yesterday kept its key policy rates unchanged, although it conceded that the soaring prices of oil could push the country's inflation rate beyond the 4- to 5- percent target for this year and next year.

The policy-making body of the Bangko Sentral ng Pilipinas, however, stressed that non-monetary government intervention measures—including energy conservation, and the timely importation and distribution of vita consumer goods—must be pursued to curb supply-side pressures on the inflation.

Keeping its vow to hold off monetary tightening for as long as it can, the BSP maintained its overnight borrowing and lending rates at 6.75 percent and 9 percent, respectively, during its monthly policy rate setting yesterday. These rates had remained unchanged in the last 14 months.

"The decision was based on the Monetary Board's assessment that the inflation outlook remained driven by supply-side pressures, particularly the continued rise in fuel prices and selected food items," BSP Officer-in-Charge Amando Tetangco Jr. said.

He said monetary policy action was not appropriate in addressing supply-side constraints, as this would do the economy more harm than good.

"The lack of a broad-based upsurge in demand conditions, as shown by the modest improvements in credit activity and investments along with the high rate of unemployment, argue against an increase in the BSP's policy rates which could have a dampening impact on economic activity," Tetangco said.

Even as the BSP admitted that the country's actual inflation rate might overshoot the targets for 2004 and 2005, Tetangco said inflation could be mitigated by the following measures to beef up supply of key commodities:

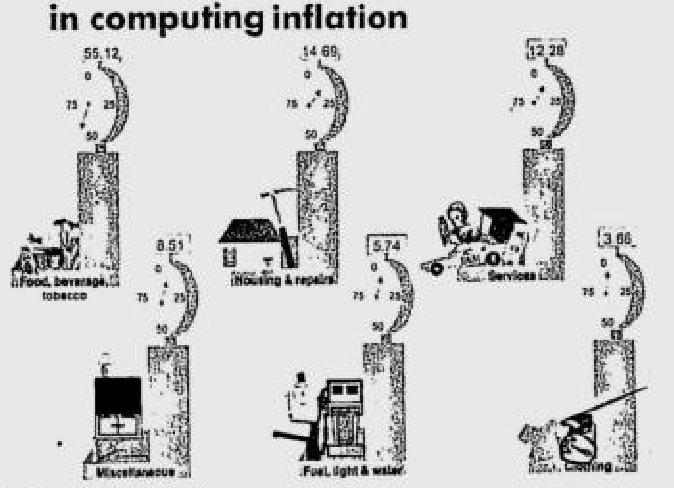
- Completion of the implementing guidelines of the Agriculture and Fisheries Modernization Act which extended the duty-free importation of farm and fishery inputs and equipment;

BSP/B5

INQUIRER MONITOR

Figures that matter in our nation's life

Weights assigned to commodities in computing inflation



Source: National Statistical Office

INFLATION measures changes in the prices of basic commodities in a given period. Changes in the prices of some commodities, such as food and utilities, have a bigger effect on inflation as these account for a bigger slice of a household's expenses. In July, inflation rose by 6 percent from the previous month, largely due to higher prices of services, food and fuel.

Maricar D. Tolosa, PDI Research

Gov't seen reducing budget for infra projects

THE NATIONAL government may be forced to cut down its already measly budget for infrastructure due to the serious fiscal problem it is now facing.

"Spending for capital outlay will have to be less and less shouldered by the national government. Outside sources should instead be tapped," said Economic Planning Secretary and National Economic and Development Authority Director General Romulo Neri in an interview.

Neri, who is also a member of the inter-agency Development Budget and Coordinating Committee (DBCC), earlier noted that the country budget allocation for capital outlay was one of the lowest in the region. He added that increasing spending for roads, bridges and irrigation was needed to boost economic activity and help the government achieve the medium-term economic growth target of at least 7 percent yearly.

But with the gaping budget deficit and the ballooning debt, the national government will be forced to reduce its allocation for capital outlay in the next few years. The budget deficit stood at P199.9 billion last year, while debt reached P4.1 trillion as of end-February this year.

In the proposed 2005 budget, which Malacañang yesterday submitted to Congress, the government allotted only P72 billion for capital outlay. This was smaller than the P87 bil-

GOV'T/B2

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BEST COPY AVAILABLE

PSE to buy banks' shares in SCCP

By Elizabeth L. Sanchez

THE PHILIPPINE Stock Exchange is moving to acquire full control of the Securities Clearing Corp. of the Philippines (SCCP), the electronic system that settles and clears stock trades.

The PSE said in a disclosure yesterday that its board approved the plan to purchase the shares in SCCP held by Equitable PCI Bank, Rizal Commercial Bank Corp. and Citibank NA in Wednesday's board meeting.

The PSE said Equitable PCI had accepted the offer and was waiting a similar response from RCBC and Citibank.

Equitable PCI and RCBC have 22 percent each in SCCP, while Citibank NA owns 5 percent.

The PSE owns 51 percent of SCCP.

All eligible trades executed at the PSE go through the SCCP.

It is responsible for, among others, synchronizing the settlement of funds and the transfer of securities.

The SCCP also guarantees the settlement of trades in case of default.

Sources said the PSE was keen on acquiring full control of SCCP to make it more efficient and improve its fee structure.

The board approved in the same meeting the plan to create a Market Integrity Board (MIB).

The proposed body will replace its governance committee, which is composed of independent directors and brokers that monitor compliance of brokers and listed firms with securities and stock exchange rules.

In a document submitted to the Securities and Exchange Commission (SEC), the proposed MIB will be composed of five voting members.

These include a former member of the Supreme Court or Court of Appeals as chair, a former SEC or a securities law practitioner as vice chair, an independent director of the PSE board and two brokers.

The PSE president will be a non-voting member and will implement the actions of the MIB.

The creation of the MIB came at the heels of the establishment of a Market Regulatory Office to replace the Compliance and Surveillance Group.

The MRO will be responsible for investigating erring brokers.

It will be given full autonomy to carry out inquiries into possible insider trading activities.

Aggrieved parties, however, could appeal their cases with the MRO to the MIB.

MIB decisions in favor of the MRO may be appealed to the PSE board.

MIB's decisions will be considered valid unless modified or reversed by the majority of the PSE board.

The proposed MRO structure aims to enhance the regulatory integrity of the compliance and surveillance unit as recommended under securities regulations.

SMC begins construction of 7th plant in China

SAN MIGUEL Corp. yesterday began construction of a non-alcoholic beverage facility—the seventh—in China.

The facility would be named San Miguel (Guangdong) Foods and Beverages Co. Ltd., according to SMC officials.

The facility is located in Foshan City in Guangdong province.

It will manufacture bottled water and fruit-based drinks using locally sourced raw materials.

Eduardo M. Cojuangco Jr., SMC chair and chief executive officer, said the food and beverage giant had initially invested $45 million for the new non-alcoholic beverage facility.

The venture "underscores San Miguel's ever-growing confidence in China's economy, and (affirms) SMC's commitment to its business partners and the Chinese consumer," Cojuangco said in a statement.

San Miguel has been in China since 1991, when it put up the first of two breweries, Guangzhou San Miguel Brewery Co. Ltd.

SMC is also engaged in packaging operations in China.

The company earlier this year held ground-breaking ceremonies at its non-alcoholic beverage facilities in Thailand, Indonesia and Vietnam.

SMC is one of the country's biggest food and beverage conglomerates.

It also purchased brewery assets in Thailand, and acquired a 50-percent stake in Australia's largest fruit juice company, Berri Ltd. *Elizabeth L. Sanchez, AFP*

PAL appoints new president

By Clarissa S. Batino

PHILIPPINE Airlines yesterday said it posted modest profits in its first three months of operations, a turnaround from huge losses during the same period last year.

But new PAL president Jaime Bautista said the numbers were still being finalized by the finance group.

PAL's board of directors appointed Bautista the company's new president and chief operating officer, replacing Avelino Zapanta who had retired.

The 47-year-old Bautista was president of Air Philippines Corp., another airline company of Lucio Tan, for six months prior to his appointment as PAL president yesterday.

Air Philippines senior vice president Ed Medina was named officer-in-charge until a permanent replacement was found, according to Bautista.

The 62-year-old Zapanta said he would stay on as consultant of PAL.

PAL said Bautista would bring youth and experience into the national flag carrier, the first airline in Asia.

The new president had been Tan's finance executive over the last 25 years.

"My appointment in PAL is the biggest challenge because it is the highest designation in one of Mr. Tan's biggest companies," he said.

He holds positions in other Tan companies, including the Philippine National Bank Forex Inc., Cube Factor Holdings Inc., University of the East, Macroasia Corp. and Baguio Gold Holding Corp.

Bautista was senior vice president, chief financial officer, executive vice president and chief operating officer of PAL from 1994 to 1999.

The new president vowed to improve PAL's service, cater to more Filipino markets and improve the company's profitability amid the challenges posed by increasing jet fuel prices and a depreciating exchange rate.

PAL reported a net loss of P654 million in the fiscal year ending March 2004.

"Like other airlines in the region, I believe we posted modest profits in the first quarter (April to June) but we are anticipating challenges like the escalating price of fuel and the threat of a sustained peso drop. We want to be prepared for these challenges," said Bautista.

Despite concerns over fuel prices, Bautista said he was looking forward to the continued expansion of PAL into new routes.

Smuggling and the fiscal crisis

By Ernesto M. Ordoñez

THE WHOLE nation is alarmed. Professors of the UP School of Economics have warned that the economy will crash within two or three years if the government fails to control its ballooning budget deficit.

Even if we agree with our economic managers that we are technically not in a financial crisis, we will soon be in one unless we solve this problem.

COMMENTARY

One area that has largely been overlooked is smuggling. According to the United Nations Conference on Trade and Development (Unctad) website, our government reported our 2003 import earnings at $34.5 billion. But our trading partners pegged our imports at $45.4 billion.

Some suggest that the $10 billion difference was the result of outright or technical (like undervaluation of goods) smuggling. If these numbers are correct, and we assume a conservative 5 percent average tariff and a 10 percent value added tax (VAT), the loss to government would amount to $1.6 billion or P84 billion a year.

This is what an effective anti-smuggling effort can potentially contribute in addressing our large deficit, in addition to saving thousands of jobs lost as a result of smuggling.

On Aug. 25, there were two announcements that would greatly affect our anti-smuggling effort.

Abolition

During the last meeting of the Cabinet Oversight Committee on Anti-Smuggling, it was announced that the Cocas, together with the National Anti-Smuggling Task Force (NASTF) and the Anti Smuggling Intelligence and Information Center (ASIIC), would be abolished. All their functions would be taken over by the Bureau of Customs (BOC).

The BOC is now under George Jereos, former BOC deputy commissioner.

The Cocas was effective under Angelo Reyes, head of the Department of Interior and Local Government. Representatives from the departments of finance, trade and industry, agriculture, national defense, justice, and transportation and communication made up the committee.

Private sector representatives were also invited to the Cocas meetings to ensure transparency and provide support. Representatives of the Alyansa Agrikultura, the Federation of Philippine Industries and Philippine Chamber of Commerce and Industry were present in all the meetings.

Smuggling

During the Aug. 25 meeting, the private sector representatives passed a resolution commending the outstanding work of the Cocas, the NASTF, and the ASIIC. Since their creation last March, these bodies filed 62 smuggling cases, inspected 2,755 reefer vans, and submitted recommendations to resolve problems in economic zones, customs bonded warehouses (CBWs) and unliquidated bonds.

The private sector representatives were dismayed when they heard about the abolition of the units. They feared the return of rampant smuggling.

Albert Lim, president of the National Federation of Hograisers, and Simya Lagos of the Benguet Vegetable Farmers and Distributors Cooperatives believe that smugglers would surely benefit from the termination of the NASTF inspection of imported reefer vans.

The two men claimed that the NASTF inspections alone slashed the rate of smuggling in reefer vans down to one percent.

Change in policy

The second announcement referred to a BOC order directing all district collectors to dispose through public bidding all apprehended shipments of perishable goods.

When the report came out that smugglers last year were able to successfully sneak in 40 percent of illegal perishable agriculture products through container vans, the Alyansa Agrikultura pushed for the banning of the auction of the products and suggested that the seized goods be given to the poor or destroyed.

This was because smugglers were known to use dummy fronts to buy back the smuggled products below market prices.

Also, the sale of smuggled goods tend to disrupt prevailing market prices and cause farmers to suffer severe losses.

Antonio Bernardo, then BOC commissioner, agreed to the farmers' request. Last month, he stated in writing that the BOC would ban the auction of illegal perishable goods.

Two days ago, with no warning to affected stakeholders, the BOC changed this policy.

With the abolition of Cocas, expect similar sudden changes in the future.

Meanwhile, the Alyansa is set to petition Commissioner Jereos to reconsider the new policy.

But without a body such as the Cocas, where government and private sector representatives work on a unified front, such petitions may not get the proper study, consideration, and transparency that they deserve.

Conclusion

In an effort to streamline the bureaucracy and save money, the three effective anti-smuggling bodies are being abolished.

It is a matter of record that these bodies generated the necessary revenue for government at minimal operational costs.

In addition, the anti-smuggling authorities have helped prevent the loss of thousands of jobs due to unfair competition arising from smuggling.

The abolition of these bodies is like killing the goose that lays the golden eggs.

In consequence, we lose the opportunity to contribute significantly to minimizing the fiscal deficit and averting a fiscal crisis.

We also risk the loss of thousands of jobs, even as the country is suffering from an already high unemployment rate.

The abolition should be re-

SMUGGLING/ B5

Makro to expand network

RETAIL chain Pilipinas Makro Inc. plans to invest between P1.5 billion and P2 billion over the next two years in the expansion of its store network.

Makro president and managing director Bunny Khurana said the company planned to open eight to 10 stores by 2006, with a new one opening in Metro Manila within the year.

Khurana added that the Makro stores would sport the new look of its Makro Sucat store, to keep in step with growing competition.

Makro has 11 stores with a combined retail space of more than 100,000 square meters.

Khurana said the expansion plan would push through despite recent changes in the company's ownership structure.

Real estate giant Ayala Land Inc. (ALI) recently sold its 28 percent interest in Makro to companies affiliated with SM Investments Corp. and Orkam Holding Asia N.V., a local holding subsidiary of Makro's mother firm SHV Makro.

SMIC is the private investment arm of the Sy family, which has interests in commercial centers, retail, banking, real estate and tourism.

Orkam Holding, on the other hand, was formerly Makro Holding Asia, the local company of SHV Netherlands.

The SM group and SHV had a 36 percent stake in the company prior to ALI's divestment.

The new equity structure was not disclosed.

ALI said the sale was part of the company's plan to rid its portfolio of non-core assets, which included some raw land and its more than 15 percent stake in a company involved in the Metro Rail Transit Project.

In a disclosure to the Philippine Stock Exchange, ALI senior vice president and chief finance officer Jaime Ysmael said ALI sold its interest in Makro for P1.019 billion. *Elizabeth L. Sanchez.*

PHILIPPINE STOCK EXCHANGE

(As of August 26, 2004)

STOCKS	OPEN	HIGH	LOW	CLOSE	VOLUME
BANKS & FINANCIAL SERVICES					
BANKS					
Banco de Oro Univ. Bank	17	17.25	16.75	17.25	527,000
Bank of the Phil. Islands	40.5	41	40.5	41	239,800
China Banking Corp.	530	530	530	530	10
Equitable PCI Bank Inc.	41	41.5	41	41.5	2,900
Export and Ind. Bank Inc.	0.46	0.46	0.45	0.45	590,000
Metropolitan Bank & Trust	25.5	25.5	25	25	401,400
Philippine National Bank	22.75	22.75	22.75	22.75	15,100
Phil. Savings Bank	27	27	27	27	1,800
Rizal Comm. Banking Corp.	11.5	11.5	11.5	11.5	1,500
Security Bank Corp.	21.75	22.25	21.75	22.25	140,400
Union Bank of the Phil.	23.75	23.75	23.75	23.75	3,400
FINANCIAL SERVICES					
First Metro Invest. Corp.	160	173	160	173	1,280
Manulife Financial Corp.	2250	2250	2250	2250	200
PCI Leasing & Fin. Inc.	1.32	1.32	1.32	1.32	300,000
Sun Life Financial Inc.	1535	1545	1535	1540	1,490
COMMERCIAL & INDUSTRIAL					
COMMUNICATION					
ABS-CBN Broadcasting Corp.	19.75	20	19.75	20	8,800
Digital Telecom Phils. Inc.	0.63	0.63	0.62	0.63	1,150,000
Globe Telecom Inc.	840	860	840	850	540,660
Ipeople Inc.	1.4	1.42	1.4	1.42	290,000
ISM Communications Corp.	0.037	0.038	0.037	0.037	900,000
Liberty Telecoms Holdings	0.15	0.15	0.15	0.15	10,000
Manila Bulletin Pub. Corp.	2.42	2.42	2.42	2.42	1,000
Pilipino Tel. Corp.	2.5	2.6	2.5	2.6	10,236,000
Phil. Long Dis Tel Co.	1245	1255	1245	1245	52,230
Ivantage Corp.	0.67	0.7	0.67	0.68	5,410,000
Philweb Corp.	0.011	0.011	0.011	0.011	5,000,000
POWER & ENERGY					
Manila Electric Co. A	14.75	15	14.75	14.75	76,400
Manila Electric Co. B	23	23.25	22.75	22.75	482,200
Petron Corp.	2.48	2.6	2.48	2.55	3,024,000
Trans-Asia Oil and Energy	1.18	1.18	1.16	1.16	153,000
TRANSPORTATION SERVICES					
Int'l Container Term'l Sv	4.1	4.15	4.1	4.15	2,237,000
Lorenzo Shipping Corp.	0.4	0.4	0.4	0.4	80,000
CONSTRUCTION & OTHER RELATED PRODUCTS					
Engineering Equip. Inc.	0.35	0.36	0.35	0.36	300,000
Republic Cement Corp.	0.4	0.4	0.38	0.38	850,000
Union Cement Corp.	1.82	1.84	1.82	1.82	430,000
FOOD, BEVERAGES & TOBACCO					
Alaska Milk Corp.	2.9	2.95	2.9	2.95	1,703,000
Ginebra San Miguel Inc.	28	29.5	28	29.5	2,600
Jollibee Foods Corp.	25	26	25	25	230,400
RFM Corp.	0.72	0.74	0.72	0.72	140,000
Swift Food Inc.	0.35	0.35	0.35	0.35	170,000
San Miguel Corp. A	57.5	57.5	57	57.5	110,200
San Miguel Corp. B	69	70	69	70	30,000
Universal Robina Corp.	7.2	7.6	7.2	7.6	199,000
Vitarich Corp.	0.3	0.32	0.3	0.3	1,180,000
HOLDING FIRMS					
Abacus Con Res & Hdg A	0.0048	0.0048	0.0046	0.0046	7,000,000
Abacus Con Res & Hdg B	0.005	0.005	0.005	0.005	6,000,000
Ayala Corp.	5.2	5.3	5.2	5.3	27,358,000
Alsons Cons. Res. Inc.	0.3	0.31	0.29	0.31	430,000
Aboitiz Equity Ventures	3.15	3.2	3.15	3.2	88,000
A. Soriano Corp.	1.14	1.16	1.12	1.14	322,000
Alcorn Gold Res. Corp.	0.006	0.0065	0.006	0.006	23,000,000
ATN Holdings Inc.	1.58	1.58	1.58	1.58	20,000
Balabac Resources & Hldgs	0.93	0.93	0.93	0.93	20,000
Bacnotan Cons Indus Inc.	25.5	26	25.5	25.5	102,300
Boulevard Holdings Inc.	0.12	0.12	0.12	0.12	100,000
Benpres Holdings Corp.	0.5	0.5	0.49	0.49	3,540,000
Basic Consolidated Inc.	0.135	0.135	0.135	0.135	800,000
Crown Equities Inc.	0.22	0.23	0.22	0.23	1,430,000
DMCI Holdings Inc.	1.9	2.05	1.9	2.02	34,639,000
Fil-Hispano Holdings Corp.	3.3	3.3	3.3	3.3	20,000
First Phil Hldgs Corp.	24.5	24.5	24.5	24.5	176,200
Global Equities Inc.	0.0675	0.0675	0.0675	0.0675	600,000
Ionics Inc.	1.4	1.74	1.4	1.72	8,337,000
Macroasia Corp.	1.32	1.34	1.32	1.34	14,000
Megaworld Corp.	1.08	1.1	1.08	1.08	1,180,000
Metro Pacific Corp.	0.33	0.33	0.33	0.33	9,000,000
Prime Orion Phils. Inc.	0.125	0.125	0.125	0.125	100,000
Roxas Holdings Inc.	0.85	0.85	0.85	0.85	110,000
Solid Group Inc.	0.36	0.36	0.36	0.36	240,000
Uniwide Holdings Inc.	0.145	0.145	0.145	0.145	140,000
Wellex Industries Inc.	0.22	0.22	0.22	0.22	150,000
Waterfront Phils. Inc.	0.21	0.22	0.2	0.2	680,000
MANUFACTURING, DISTRIBUTION & TRADING					
Corro-Coat Inc.	1.28	1.28	1.28	1.28	7,000
Music Semiconductors Corp.	1.5	1.68	1.5	1.62	1,483,000
Picop Resources Inc.	0.065	0.065	0.0625	0.0625	1,500,000
HOTEL, RECREATION & OTHER SERVICES					
Belle Corp.	0.68	0.73	0.68	0.72	13,240,000
Acesite Phils Hotel Corp.	1.4	1.4	1.4	1.4	10,000
BONDS, PREFERRED & WARRANTS					
ABS-CBN Hldgs. Corp (Pdr)	20	20	20	20	142,300
PLDT (10% Pref) Series P	10.5	10.5	10.5	10.5	300
PLDT (10% Pref) Series W	10.5	10.5	10.5	10.5	300
PLDT 10% Pref Series Aa	10.5	10.5	10.5	10.5	300
PROPERTY					
Ayala Land Inc.	5.3	5.4	5.3	5.4	4,481,000
C&P Homes Inc.	0.235	0.235	0.235	0.235	400,000
Empire East Land Inc.	0.23	0.235	0.23	0.235	1,250,000
Filinvest Land Inc.	0.93	0.94	0.93	0.94	4,650,000
Kuok Phil. Properties	0.16	0.16	0.16	0.16	300,000
Fil-Estate Land Inc.	0.34	0.36	0.34	0.36	930,000
MRC Allied Ind. Inc.	0.095	0.095	0.095	0.095	200,000
Philippine Estates Corp.	0.075	0.075	0.075	0.075	500,000
SM Development Corp.	0.99	1	0.99	0.99	400,000
SM Prime Holdings Inc.	5.7	5.7	5.7	5.7	11,596,000
MINING					
Abra Mining & Industrial	0.0048	0.0048	0.0048	0.0048	20,000,000
Atlas Cons. Min & Dev't	3	3	3	3	15,000
Lepanto Cons Mng. Co. A	0.215	0.22	0.215	0.22	5,150,000
Lepanto Cons. Mng. Co B	0.26	0.27	0.26	0.27	3,560,000
Manila Mining Corp. A	0.013	0.015	0.013	0.015	185,000,000
Manila Mining Corp. B	0.016	0.016	0.015	0.016	261,900,000
Omico Corp.	0.0038	0.0038	0.0038	0.0038	115,000,000
Polar Mines & Dev't Corp.	0.029	0.029	0.029	0.029	500,000
Philex Mining Corp. A	0.38	0.39	0.38	0.39	850,000
United Paragon Mining Co.	0.125	0.125	0.125	0.125	50,000
OIL					
Interport Res. B	0.0032	0.0032	0.0032	0.0032	12,000,000
Oriental Pet. & Min. A	0.0042	0.0042	0.0042	0.0042	127,000,000
Oriental Pet. & Min. B	0.0044	0.0044	0.0044	0.0044	10,000,000
The Philodrill Corp. B	0.21	0.21	0.21	0.21	200,000
Petroenergy Res. Corp.	3	3	2.65	2.75	277,000
Sinophil Corp.	0.034	0.034	0.034	0.034	300,000
Vulcan Ind'l	0.19	0.19	0.19	0.19	200,000

DISCLOSURES

ELECTED directors of **Dizon Copper-Silver Mines Inc.** were Teresita Dizon, Gregorio Dizon, Frederick Matsuda, Mario Aguas, Serafin Feliciano Jr., Amado Santiago Jr., Agnes Maranan, Rafael Dizon Jr. and Israel Gaddi.

* * *

LORENZO Shipping Corp. amended its by-laws to include the creation of audit and nomination committees and to have independent directors.

* * *

PCI Leasing and Finance Inc. bought 220,725 of its own shares at P1.30 each.

* * *

ANGEL Umali, director and treasurer of **Mabuhay Vinyl Corp.** bought 9,762 shares of the company at P1 each.

* * *

ALLIANCE Global Group Inc. will hold its annual stockholders' meeting on Sept. 15, 9 a.m. at the Richmonde Hotel, Pasig City. Only stockholders of record as of June 30 are entitled to notice of and to vote at the meeting.

* * *

ELECTED directors of **Global Equities Inc.** were Nora Bitong, Edmundo Isidro, Tommy Kin Hing Tia, Jerry Angping, Khrisnamurti Africano, Mario Oreta, Florentino Herrera III, Joven Babaan, Vincent Bitong, Florencio Mallare and Edgardo Del Fonso.

* * *

THE REDUCTION in the number of **Leisure and Resorts World Corp.'s** listed shares from over 1.1 billion to over 744 million shares will be reflected in the PSE's computer system on Aug. 30. The decrease is to eliminate a substantial portion of the company's over P421 million deficit.

Compiled by Maricar D. Tolosa, PDI Research

Gov't seen . . .

From page B1

lion allocated for the same last year.

Albay Rep. Joey Salceda, a member of the Economic Managers' Group of President Macapagal-Arroyo, warned that the decrease in the budget allocation for infrastructure would put at risk the country's capacity to make its economy grow.

The country's spending for capital outlay is equivalent to only 3 percent of the entire national budget. Other countries in Asia allocate at least 5 percent of their respective budgets for infrastructure.

The country's low budget for infrastructure development was blamed for the country's failure to attract substantial foreign investments. For this reason, the government had earlier set a goal of significantly increasing the budget allocation for capital outlay.

According to another DBCC official, the government is not backing out of its plan to increase spending for capital outlay. While the national government could no longer shell out more funds for infrastructure spending, it could tap external sources to implement the plan.

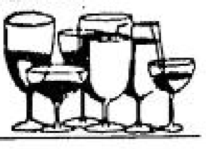
"This is why the government is proposing the creation of the Philippine Infrastructure Corp., which will be tasked to take charge of the implementation of all infrastructure projects and handle infrastructure spending," the official said.

The agency will implement the projects under joint venture with the private sector.

Neri said the national government would task government-owned and -controlled corporations—such as the Bases Conversion Development Authority and the National Development Co.—to undertake more infrastructure projects. *Michelle V. Remo*

Diamond in the rough

COCKTALES



Victor C. Agustin

A STOCKHOLDERS' feud among the American owners of Diamond Motors Corp. has spilled out of the boardroom, with president George Blaylock Jr. even being darkly hinted at as having caused a son of the founding partner to be waylaid and forcibly taken to a drug rehabilitation center.

Nieves Sison Whisenhunt, 80, a Diamond Motors director, said her son Bruce Joseph had been "forcibly taken" to a Batangas drug rehabilitation facility in early September last year while he was on his way to a meeting with Blaylock.

"Mr. Blaylock, through my mother, requested me to go to his office in order to discuss his purchase of a limited number of shares of stock in Diamond Motors," Bruce Joseph said earlier this month, after his discharge from the Self-Rehabilitation Center in Talisay, Batangas.

According to the grapevine, Bruce Joseph was never a drug dependent, although he had drinking problems.

In any case, Mrs. Whisenhunt executed an affidavit for the police, saying, "I deny ever giving George Blaylock any specific consent or instructions to forcibly take my son, Bruce Joseph Whisenhunt, and to place him at a rehabilitation facility."

Blaylock could not be reached for comment. But colleagues said he merely laughed when asked about the kidnapping allegation.

Mrs. Whisenhunt, in her old age, apparently relies on Diamond Motors for her living and medical expenses.

"I am an 80-year-old woman and I depend on George Blaylock's releases of benefits and compensation from Diamond Motors Corp. to me as director and/or officer for my own personal maintenance," Mrs. Whisenhunt said.

According to the grapevine, Diamond Motors has not declared any dividend in the past 10 years, despite accounting for 20 percent of total Mitsubishi sales in the country.

Diamond Motors was founded in the '60s by George Blaylock Sr., Bonifacio Sison and Bennie Whisenhunt, now all deceased, and rapidly became a leading distributor for Mitsubishi vehicles and parts.

In addition to its five-dealer network, Diamond Motors also acquired choice pieces of real estate through the years, one of which, in Quezon City, is being eyed by the Ayalas for redevelopment.

Museum piece

EXCEPT for the teaser ads, Honda has chosen to no longer formally launch its 3-liter Accord, deciding to roll its flagship automobile straight to its nationwide dealers.

Well, except for last night's private viewing for the executives of the Yuchengco Group of Companies at the Yuchengco Museum. But, then again, the Yuchengcos happen to be shareholders in the local Honda operations here.

The 3-liter Accord, incidentally, is priced at P1.6 million, as against the similar V6 version of Toyota, at P1.68 million, or Nissan Cefiro, at P1.45 million.

The 2.4-liter Accord variants go for P1.38 million and P1.2 million, versus Camry's P1.48 million and P1.295 million.

PLDT optimizes

THE PHILIPPINE Long Distance Telephone Co. has centralized the media-buying operations for its P200-million annual media budget and awarded it to Optimum Media starting Sept. 16.

The PLDT budget is on top of the estimated P1.4 billion that Smart will spend this year for creative and advertising requirements.

A sister company of DDB Philippines, Optimum displaced Ace Saatchi for the PLDT account.

According to the grapevine, Ace Saatchi earlier this month also lost its creative director, Merle Jayme, who had been pirated by creative powerhouse BBDO/Guerrero Ortega.

Both DDB and BBDO/Guerrero Ortega lead a clutch of ad agencies servicing the various PLDT/Smart accounts.

Heard through the grapevine

A THRIFT bank whose controlling shareholder prefers to be in the company of horses, foreign women and fast cars—not necessarily in that order—faces the embarrassing prospect of six key branches being ejected for not having paid rent for the past—we are not kidding—10 years.

One branch, in Iloilo, has already been shut down and transferred elsewhere after being served with an ejectment order, issued by a court.

(Email: cocktales_pdi@yahoo.com or cocktales_pdi@hotmail.com)

PRULINK

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* Note: These investments of variable life insurance contracts are not mutual funds. Life insurance products are regulated by the Insurance Commission

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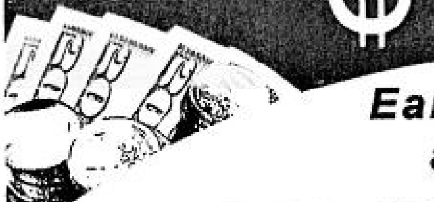

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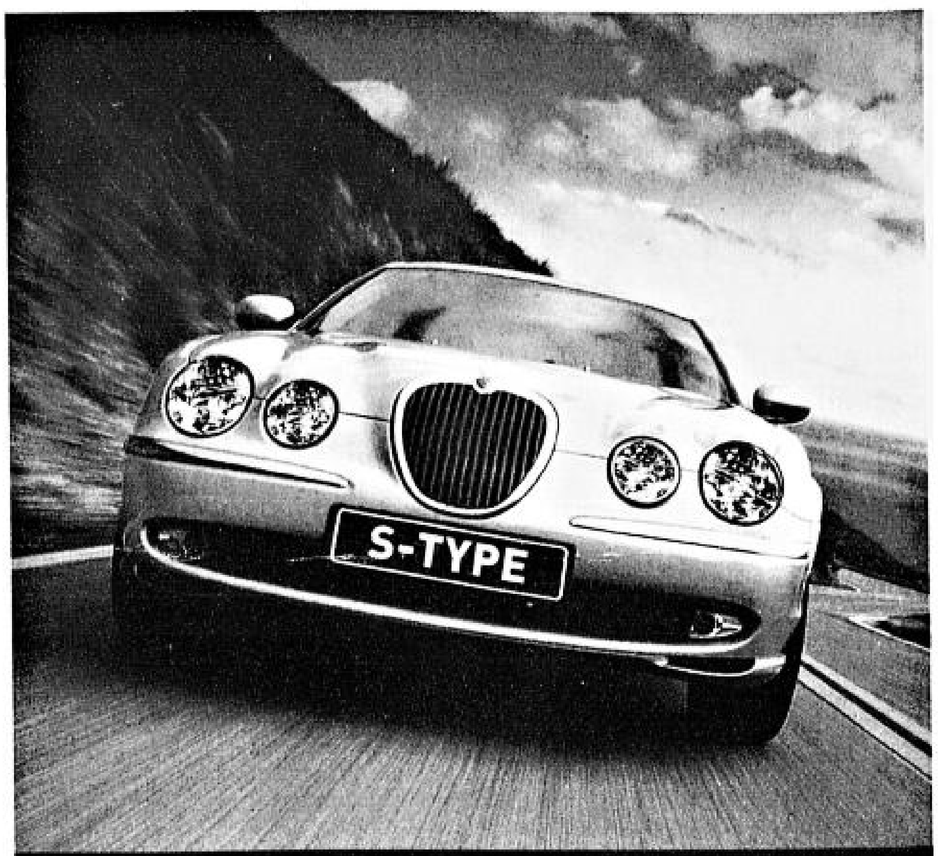

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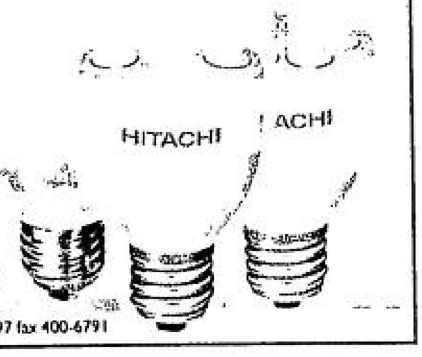

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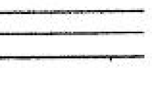

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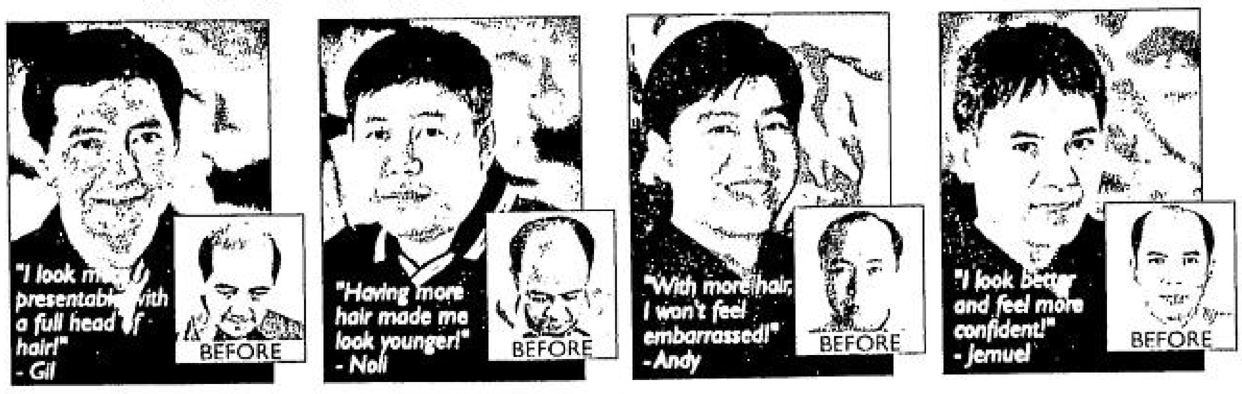
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COLLECTIONS NOT ENOUGH

300 tax laws, yet fiscal situation still wanting

By Rene G. Bañez

Last of four parts

COMMENTARY

FROM the Marcos era up to the Arroyo government, at least 300 tax laws, Presidential Decrees, Executive Orders and Republic Acts have been promulgated.

With all of these issuances, is our fiscal situation better off today? Are we collecting more?

In absolute figures, the revenue collections increased significantly. But the increase is not significant to meet the continuing and increasing expenditures of government.

The revenue statistics would indicate that more direct taxes were collected than indirect taxes.

This is a clear indication that government indeed has evolved a progressive taxation as mandated in the Constitution.

However, we should also take into account that direct taxes are mainly borne by salaried individuals, which somehow dilutes tax progression.

The withholding tax system has been an effective tool in capturing and monitoring the income taxes of salaried employees.

In fact, it was widened to cover income payments to third parties like contractor's fees, broker's commission, professional fees, rentals and other similar payments.

The simplified net income tax system (SNITS) applicable to individuals practicing their profession, which entitles them to claim 40 percent optional standard deduction, was well accepted and effective until it was abolished by the Comprehensive Tax Reform Package (CTRP).

The adoption of the Value Added Tax (VAT) system was a progressive idea.

The rise of the VAT is an unparalleled tax phenomenon.

Every continent now uses the VAT, and each year sees new countries introducing it.

However, the enhancement of the system will depend largely on having a reliable database and benchmarking capability of the tax regulatory agency.

The seesaw experience between ad valorem taxes and specific taxes is a clear manifestation of differing political and personal interests prevailing in the business environment, and their undue influence in the affairs of government.

The tax amnesty programs generated the amount of revenues needed at the time.

However, it failed to take advantage of the opportunity to develop a reliable taxpayers' database.

Revenue collections increased over the years, but were not enough to meet the increasing expenses of the government

The incentive system of the country had brought in a substantial amount of foreign investments which, in the process, created jobs. However, there is no data to support that the benefits derived are greater than foregone revenue.

The incentive system currently in place is open-ended in terms of the taxes and duties that government is willing to forego.

Without an effective monitoring system, therefore, abuses remain unchecked, consequently leading to the erosion of the tax base.

The Philippine Institute for Development Studies (PIDS) noted that fiscal incentives could not increase domestic investment, although it could possibly attract foreign investment.

Studies, however, show that a fiscal incentive system is not a very important factor in a firm's decision to locate in a certain country.

A good overall climate for investment, both domestic and foreign, and an expectation of stability and consistency in the economic policy regime can actually be of greater importance than tax exemptions and credits.

The array of tax administration reforms did not bring about efficiency and effectiveness in tax administration.

To date, it is more costly to collect taxes.

The capacity of the tax agency to collect relevant tax data, to monitor and detect under-payment, non-payment and late payment of taxes, as well as non-filing, late filing and erroneous filing of returns, is seriously wanting. The discretion of both taxpayers and tax enforcers has drastically impaired the capability of government to collect the right taxes.

Instead of improving the tax system, reforms complicated it further. The convoluted tax system has produced a double-edged sword as it made tax compliance more difficult for taxpayers and tax implementation and enforcement more inefficient for tax administrators.

Future of tax collection

Last May 17, 2004, a newspaper reported that the Development Budget Coordination Committee (DBCC) is lining up several new taxes that can help the next government earn an additional P50 billion annually.

The inter-agency body proposed measures to the next Congress, including a tax on text messaging, corporate gross taxation, franchise tax on telecommunications and additional taxes on petroleum and cigarettes.

The DBCC expects the tax measures to augment government revenues, which have been perennially short, so they can fund ever-increasing public spending.

Some sectors, however, believe that unless the President musters enough political will in eradicating graft and corruption and prosecuting tax evaders, the introduction of new or higher taxes may remain futile.

Can the proposed new taxes sufficiently trim the government's budget deficit? Will they bring about sustainable growth for the economy?

The fiscal problem that the government is currently facing is not simple. It is complicated. It is also critical. It requires immediate and appropriate action. It demands a united action between the executive and the legislative. And it also requires public support.

So much time has been spent in the past looking for scapegoats to our revenue and deficit problem. Finger pointing has become a national pastime and a favorite recipe to a number of misguided politicians who use the tax issues for grandstanding. One can surmise that this is not for the common good.

In general, taxpayers have contributed to the problem by refusing to pay taxes properly and in a timely fashion. The apparent reason is the lack of accountability in the use of taxpayers' money.

A survey conducted by the Social Weather Stations in three major metropolitan areas from November 2003 to January 2004 showed that dishonest business practice is pervasive.

Only 35 percent of the respondents said that all companies in their sector issue receipts, only 21 percent thought that all in their sector keep only one set of accounts, and only 15 percent said that all in their sector pay taxes honestly.

The survey, however, showed that two out of every three firms interviewed say they are willing to join an Anti-Corruption Program Fund and that there is universal agreement on using the fund for prosecution of corrupt officials, protection of whistle-blowers, and lifestyle checks.

It is therefore evident that a band-aid solution is hardly the right approach to the tax problem. The approach needs to be far-reaching and holistic if we are to see meaningful and tangible improvement in our fiscal position. There is a need to remodel the current tax system.

Efforts cannot be solely focused on revenues. Equal attention also needs to be given to management of expenditures.

There are pre-conditions needed before remodeling the tax system.

a. The need cannot be dictated by any international financing or lending institutions. Rather, the need is a result of a careful study of the desired outcome of reforms compelled by the pristine desire to really address the declining revenues and reduce the deficit.

b. The national leadership with a fresh mandate should have the unwavering political will to undertake the reforms regardless of their lack of popular support.

c. The changes must be rooted in the socio-economic, political, cultural and administrative conditions of the country.

d. The government must secure its own financial resources through efficient and effective collection of taxes. Relying too much on foreign investments, loans/borrowings and grants/aids simply breeds complacency and indirectly supports corruption in the system.

e. The political leadership must exert extra efforts to manage conflicting political, business and personal interests.

f. The new model for the tax system needs to be practical and workable with the goal of producing better results than the present system. It also needs to be dynamic.

THE BUREAU of Internal Revenue, which brings in the bulk of taxes, is pressured to meet its collection target to help plug the deficit.

Of importance is the adoption of a framework based on appropriate tax policies, which is very much needed to effectively analyze proposals to change a tax rule, as well as to change an entire tax system.

In this regard, the American Institute of Certified Public Accountants (AICPA) issued a Tax Policy Concept Statement that contains the ten-principle framework, which is intended to aid in the development of federal tax legislation.

The AICPA said the key challenge is the reality that not all of the principles can always be achieved to the same degree for all proposed tax changes.

To exclude a particular type of economic benefit from taxation may satisfy the simplicity principle, but not the equity or neutrality principles.

The AICPA concludes that lawmakers must carefully balance the principles to achieve an optimal law.

Actions points

Remodeling the tax system is no longer an option. It is the choice. It is the only prescription regardless of how bitter the pill may be.

But for this effort to improve the fiscal position of government, it needs to be radical and holistic.

It must cover both tax policy and tax administration, two inseparable measures.

The following are the essentials of remodeling the tax framework:

The array of tax reforms from Marcos to Arroyo did not bring about efficiency in tax collection

1. The framework must embody a new tax vision. (*See Annex "A"*) The fiscal requirements of government, as well as the changing business environment here and abroad, necessitate a review of the tax direction and redefinition of the government's tax strategy.

2. The stakeholders in any tax reform initiative should be identified.

The three stakeholders are the revenue people, the taxpayers and the government. Their concerns and needs must be addressed collectively if any tax proposal will be acceptable and successful.

3. The new model of the new tax system needs to be simple, fair, enforceable, predictable and sustainable.

- Fair—means similarly situated taxpayers should be taxed similarly but equitably.
- Enforceable—means the tax law should be enforceable and can easily be implemented.
- Predictable—means the tax system should enable the government to determine how much tax revenue will be collected and when they will be collected.
- Sustainable—means the tax system should be capable to collect the desired revenue for government for a much longer period of time.

4. The new tax system cannot lose sight of the constitutional mandate that it shall be uniform, equitable and progressive. But these principles have to be aligned to meet the fiscal objective of collecting the desired but correct revenues.

The tax reform must consist of both tax policy reform and tax administration reform. The former means rewriting the tax code, which has become complicated, while the latter means reengineering the tax regulatory agency to improve its institutional capacity.

5. The implementation of any tax imposed must be seriously considered, discussed and planned with the tax agency ahead of time.

The appropriate budget should be provided at the outset to enable the agency to develop the processes and procedures, train and enhance the competencies of revenue people, and educate the taxpayers on how to comply with the new tax laws.

For the short term, the government may consider the following:

1. Reconsider its plan to abolish the VAT System. It will be a step backward if we do this. Rather, the VAT system can be made more effective if its monitoring capacity is enhanced and strengthened. Initially, this can be achieved if the tax agency can keep track of the transaction path of VAT taxpayers through third party information.

2. Understanding the sources of revenue and the types of expenses that taxpayers earn and incur to further improve its tracking capability.

Perhaps a segmentation of taxpayers' population will enable the agency to realize this. At present, large taxpayers are managed and serviced by a separate group.

The tax agency may consider creating three additional taxpayers' groups namely: 1)SME taxpayers (small and medium enterprises/companies); 2) individual taxpayers (salaried employees, professionals and single proprietors/entrepreneurs); and 3) government and tax-exempt companies.

3. Establish on-line data linkages with other regulatory agencies such as the Bureau of Customs, SEC, LTO, Land Registration Authority (LRA-Register of Deeds), Local Government Units (LGUs), etc. Information/data is power.

If the tax agency has the right and relevant information, it can effectively and efficiently monitor tax compliance of taxpayer, and in the process, determine non-compliance and below-compliance.

4. Introduce presumptive tax to hard-to-tax sectors of the economy like taxi and jeepney operators, underground business proprietors, etc.

The importance of this is to instill the value that taxpayers, small and big alike, have a stake in the economic development of the country.

5. To complement No. 4, allow a reasonable standard optional deduction for professionals and business proprietors as an option to itemizing their business expenses.

The last two recommendations should be discussed with Congress whether it could be done without amending the NIRC.

For the long term, the government may take into account the following:

1. Widen the coverage of the VAT by reducing the number of exemptions. The lesser the exemptions, the better for the tax agency to track down VAT transactions thereby improving its monitoring system. The tax credit facility of the VAT is an effective tool in monitoring tax compliance.

2. Consider imposing fewer kinds of taxes. A review of the BIR's collections from 1992 to 2003 shows that certain taxes may be dispensed with given their insignificant contribution vis-à-vis the cost of collecting them (i.e., mining/mineral taxes, tobacco fees, travel tax, etc.).

It is imperative that a cost-benefit analysis of administering these taxes be conducted to test their viability as tax measures.

3. Establish an independent revenue authority with fiscal and administrative autonomy. This is indispensable in strengthening the institutional capacity of the tax regulatory agency. Tax policies are just as good as their proper administration and implementation. Agency capacity is essential for enforcement.

4. To reduce the fiscal dependence of LGUs on the national government, consider transferring some national internal revenue taxes like capital gains tax on real properties to the former.

Considering that real property tax is currently assessed and collected by LGUs, perhaps greater efficiencies would be achieved if both are consolidated with the LGUs.

This will also eliminate the duplicity of zonal value and fair market value as the basis of the capital gains tax.

5. Grant an absolute tax amnesty. We need to start clean. But as a condition, all taxpayers, filers and non-filers, are required to file a statement of assets and liabilities and/or clean and audited financial statements.

The tax agency should establish a data bank from these statements.

6. Address the inequity between salaried employees and professionals/business proprietors. Studies indicate that the effective tax rate of salaried employees is 32 percent versus only 10 percent for professionals/business proprietors.

7. Consider merging the Bureau of Customs and the Bureau of Internal Revenue.

BIR's total revenue collections accounts for almost 80 percent of total revenue collections of the national government. On the other hand, BOC's total revenue collections has gone down to just 10 percent, more than 50 percent of which are internal revenues like VAT and excise taxes on imported articles.

The reality is that government will continue to obtain loans or float bonds for the next three years to fund the budget deficit. The costs of borrowings and the attractiveness of RP bonds are important factors to consider in formulating a tax strategy.

Laying the right foundation for a sustainable tax system is a clear and best sign to the international community that government is really committed and serious about putting back the Philippines in fiscal shape.

The burden of fixing the tax system does not lie solely on government. It is equally shared by the citizens.

At an appropriate time, there is a need to bridge the short term with the long term tax programs. The realization of the short term programs will facilitate the transition towards implementing and attaining the long term programs.

It will also prepare both the tax personnel and tax payers in enforcing and complying with new tax laws and rules, respectively.

Rewriting a simple Philippine Tax Code and reinventing an efficient and performance-based tax regulatory agency is a tough but a highly workable proposition.

As mentioned above, no agency of government exists in a vacuum. Thus, to further enhance their effectiveness, and more importantly to help address the budget deficit problem, the government should consider the following:

1. Discontinue giving government guarantees on borrowings of government owned and controlled corporations (GOCCs);

2. Scale down the bureaucracy but improve the competencies and salaries of government employees;

3. Abolish and/or privatize GOCCs that are not needed, whose functions are duplicated and better managed by the private sector;

4. The Country-Wide Development Fund should be revisited and realigned to conform to the new economic programs. The executive and legislative must agree on a proper and responsible way of addressing the needs of the latter's constituents;

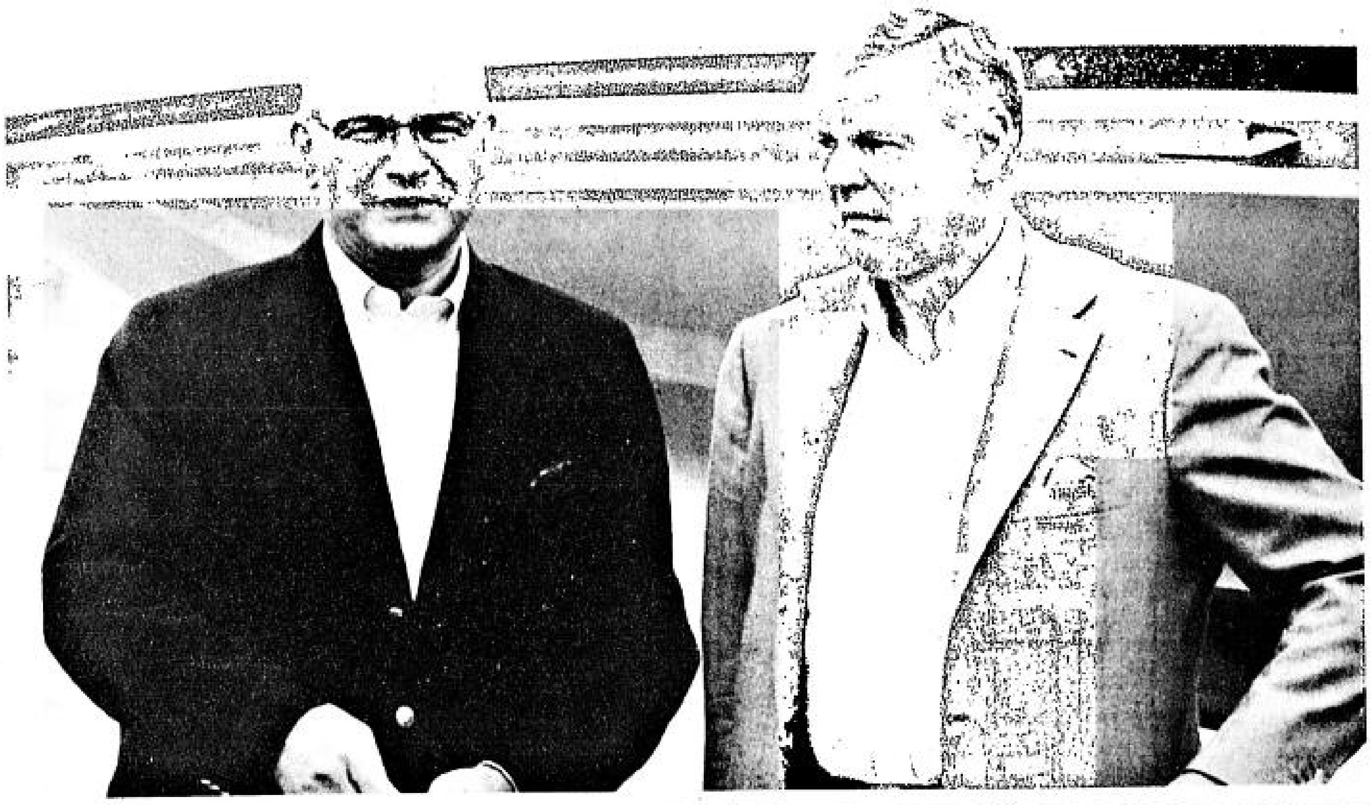
5. Spend taxes sensibly, properly and prudently. Equate redistributive taxation to poverty alleviation. Taxing the rich more will not ; nor will taxing the poor less make them rich, "because the amounts of income and taxes involved are just too small."

This only means that the new tax system will need to ease the plight of the poor or at the least, not make them poorer than they already are. And this can be achieved through proper spending of public funds in improving basic social services and creating avenues for livelihood for the poor.

Fixing the tax system of the country is not the sole responsibility of government. It is equally shared by the citizens as well.

We will only be successful in this endeavor if the executive, the legislative and the private sector would set aside their own interest in favor of the common or public good. And this will entail making great sacrifices. The challenge is posed to every Filipino.

The author, a former commissioner of the Bureau of Internal Revenue, delivered this paper at the Ateneo Law School, where he is a professor of tax law.



PHILIPS HEAD MAN IN TOWN Gerard Kleisterlee (left), president and CEO of Royal Philips Worldwide, is welcomed at the Ninoy Aquino International Airport by Andres Wente, head of Philips Asia Pacific. Kleisterlee is in the country to preside over several corporate and civic activities of the local Philips unit.
ROGER MARGALLO

Brace for the worst, says energy czar

By Abigail L. Ho

"WE SHOULD brace for the worst and hope for the best."

Energy Secretary Vincent Perez had only these words to say to Juan dela Cruz as world oil prices showed no sign of letting up.

Over the past two weeks, Perez said international oil prices had soared to unprecedented levels, even going past the $41-a-barrel mark.

These prices, he said, were even higher than the prices posted at the height of the Gulf War, the United States-led war on Iraq and the Organization of Petroleum Exporting Countries' past output cut.

"Levels of $41 for Dubai crude have not been seen before," Perez said. "The economy is growing and there's only finite oil resources. Even the Opec has no control over prices now."

Perez admitted that oil price levels had already reached alarming levels, leaving local oil players with no other choice but to hike prices to reflect the high world market rates.

The Department of Energy, for its part, could do little to protect consumers from rising prices, he said, as the downstream oil industry was deregulated.

PEREZ

The best that the DOE could do under this scenario was to cushion the impact of the price hikes by appealing to oil firms to implement incremental increases more frequently instead of huge one-time hikes.

Just last week, he said local oil firms had wanted to hike prices of gasoline and diesel by 35 centavos a liter. The DOE was able to appeal to the firms to reduce the increase to only 30 centavos a liter.

At the start of the week, he said, oil firms again wanted to hike their prices, this time by 60 centavos a liter. Instead of implementing that increase in full, he said the increase imposed was again trimmed to only 35 centavos a liter.

Perez said some persuasion and a little "tawad-palengke" (wet market-like haggling) had to be exerted to convince oil firms to implement smaller price increases.

Because of the oil price crisis situation, he urged Filipinos to conserve energy and fuel, voluntarily at this time as there were still no concrete directives on mandatory energy conservation measures.

The government would be "leading by example" by freezing the acquisition of new vehicles. Perez himself would be using a hybrid car electric car that would help him cut down on his fuel consumption.

With the national government's P2 billion yearly consumption of electricity and P2 billion yearly consumption of fuel, he said saving even just 10 percent of these would redound to P400 million in savings.

Annual foreign exchange savings as a result of fuel conservation efforts would likely reach $784 million.

Bakery firm to put P700-M facility in RP

GARDENIA Bakeries yesterday announced it would infuse an additional P700 million into its Philippine unit to put up a bigger and more modern production plant amid a rapid growth in demand.

Gardenia Philippines general manager and chief executive Simplicio Umali Jr. said the expansion would reinforce the firm's lead in the loaf bread market, which has shown consistent rapid growth in recent years.

"In 2002, Gardenia's bread business grew by 65 percent and in 2003 by 32 percent," Umali said.

"For the first half of 2004, Gardenia sales has already grown by another 30 percent" Umali added.

The new plant would double bread production capacity and would provide an additional 300 jobs, he said.

Gardenia's new investment involves the installation of a fully automated production line that will churn out 6,000 loaves of bread an hour.

"This will increase [the company's] total capacity to about 14,000 loaves of bread and buns an hour from four production lines," he said.

This would bring total annual capacity at 100 million loaves of bread and buns.

Umali said the new plant would be equipped with advanced technology and an even higher level of automation, using robotics to take out the need for human workers touching the product.

Also, Umali said Gardenia would expand further its fleet of more than 100 delivery trucks to keep up with increased production.

Gardenia Philippines started in early 1997, when QAF Ltd. through Gardenia International (S) Pte Ltd. put up the company and started construction of its bakery plant in the Laguna International Industrial Park in Biñan town. Full operation began in 1998.

Gardenia Philippines is now a multinational company with operations in Singapore, Malaysia, Thailand and other countries in Asia. *Ronnel W. Domingo*

BSP keeps . . .

From page B1

- Setting up of food lanes and truck routes;
- Intensification of the monitoring of commodity prices, and,
- Exploration of alternative packaging technologies.

Without policy intervention, the BSP projected that the inflation rate this year could average at 5.19-5.51 percent.

Under its inflation-targeting approach to monetary management, BSP Managing Director Diwa Guinigundo said the institution could not be blamed for a higher-than-targeted inflation rate if the causes were beyond the influence of monetary policy. Among these factors are the volatility of the prices of agricultural products; natural calamities or any event that affect a major part of the economy; volatility in the prices of oil products, and changes in government administration or policy measures that directly affect prices.

Given the prevailing threats to inflation, the BSP does not rule out a possible monetary tightening in the future.

"The BSP will continue to monitor the developments of the second-round effects emanating from supply-side pressures which may require a measured monetary policy response in the future," Tetangco said.

Smuggling

From page B2

considered. At the very least, substitute units should take the place of the abolished bodies. If this is not done, our country will find itself in a crisis far deeper than just a fiscal one.

(The author is chair of Agriwatch, a private sector initiative; former undersecretary of agriculture and trade and industry, and former chair and Cabinet secretary for Presidential Flagship Programs and Projects. For inquiries or suggestions, e-mail agriwatchphil@yahoo.com or telefax 02-8516635)

July garment exports slide 9.8 percent to $278M

By Ronnel W. Domingo

GARMENT exports in July slid by 9.8 percent to $278.8 million from $309 million in the year-ago period.

This developed as more than half of the exporters reported increased shipments since the start of the year.

A report from the Garments and Textile Export Board showed that exports in the first seven months fell by 4.3 percent to $1.63 billion from $1.7 billion in the same period in 2003.

But Serafin Juliano, GTEB executive director, remarked that outbound cargoes from 58 percent of the country's 595 regular garment makers and exporters had been increasing by an average of 20 percent.

"The rest have either achieved sales levels compared to the same period last year or have declined businesses by an average of 30 percent," Juliano said.

The United States market accounted for $202.7 million or 72.7 percent of total exports in July, and $1.1 billion or 69.8 percent in the first seven months.

Also, exports to the European Union shot up by 20.1 percent to $40 million last month, and 26.9 percent to $264.5 million in the first seven months.

Top EU destinations in the first half were: the Benelux (Belgium, The Netherlands and Luxembourg) countries, where exports were valued at $9.97 million; Great Britain, $8.65 million; Germany, $6.09 million; France, $3.66 million; Denmark $1.56 million; and Spain, $1.39 million.

Exports to Canada went up by 11.7 percent to $8.13 million in July. The Canada trade in the first seven months increased by 1.1 percent to $42.4 million.

Garments shipped to non-quota countries decreased by 5.6 percent to $27.9 million in July. This reflected a slide in the first seven months of 4.12 percent to a total of $184.8 million.

The GTEB report also showed that Philippine exports for the first three weeks of August increased by 8.2 percent to $180.6 million as sales to the US and EU started to pick up.

This indicated positive market movements and inventory changeover in the major markets as predicted, the GTEB said.

Still, the year's earnings up to Aug. 21 went down 3.2 percent to $1.8 billion.

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Candidates are encouraged to use actual company projects (veiled for confidentiality) for the workshops during the course.

The Executive Project Management Course will be conducted on September 10-11, 17-18 and 24-25 for those only available on Fridays and Saturdays. Another option will be from September 13-17 for those available on weekdays.
Php 25,000.00 per person. Slots are limited.

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Welcome to Japan

Message from Prime Minister Junichiro Koizumi

I wish to invite people from around the world to visit Japan. Step forward and open the doors to a land of tradition and technology. We will welcome you with a hearty "yokoso" and smile. "Welcome" to Japan.

Junichiro Koizumi
Prime Minister of Japan

Old and New, Hot and Cool – Discover the Diversity of Japan

Japan is a land of contrasts: high-rise towers and temples, state-of-the-art electronics and delicate porcelain goods, the fast-paced and the serene, the modern and the traditional. It's a fascinating blend of the familiar and the unexpected, and best of all it can be found in one compact package. So whether you stay for a couple of days or a couple of weeks, the many sides of Japan are within your reach. Read on to find out more...

Places

Old Japan, new Japan, and getting around it all

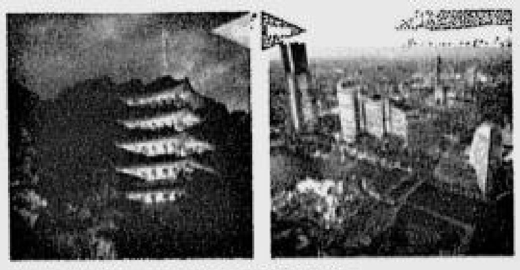
The tremendous variety of places and things to see, the unexpected ease of getting to those places – these are some of the things that make a visit to Japan such an enjoyable and rewarding experience. With the option of touching down in Narita, Kansai or Fukuoka airports, you have access to any part of the country.

Tokyo, which is served by Narita International Airport, is the modern capital of Japan and one of the most dynamic cities in the world. Tokyo recently received worldwide exposure as the setting for the acclaimed film "Lost in Translation." Many visitors will be familiar with this side of Tokyo – a modern city of skyscrapers, dazzling neon and futuristic architecture, found in Shinjuku or Roppongi – but it is also a place people happily call home, with its many sunny parks and gardens, temples, shrines, the traditional downtown area of Asakusa, and at its heart the Imperial Palace.

If not Tokyo, your adventure might begin in Osaka, the largest city in Japan's Kansai (western) region. Located close to Kansai International Airport, Osaka is renowned for the cheerful friendliness of its people. From here, the old capitals of Kyoto and Nara, must-see places on any itinerary, are less than an hour away by local train. Kyoto is where much of "traditional" Japan can be found, in the historic entertainment quarter of Gion and the myriad of shrines and temples including Kinkakuji (the "golden pavilion"), or the magnificent Kiyomizu-dera. The neighbouring city of Nara is home to the world's largest wooden building, which in turn houses the Great Buddha (*Daibutsu*), one of the largest bronze statues in the world, all in a park populated by friendly and inquisitive deer. In central Honshu, traditional Japanese architecture and regional handicrafts can be seen in places like Shirakawa Village, which features buildings with steeply sloping roofs said to resemble praying hands.

A third possibility is arrival at Fukuoka International Airport on the southern island of Kyushu. From the warm, energetic and cosmopolitan city of Fukuoka, it is easy to reach the hot spring resort towns of Yufuin and Beppu, the beautiful gardens and magnificently reconstructed castle of Kumamoto, or small, colourful Nagasaki city, with its Dutch-Portuguese influence and tragic atomic past.

No matter where you begin your journey, all of these destinations and many more are within your reach. Japan's superb rail systems make travel within and between cities simple, while longer distances are now easier than ever thanks to Star Alliance™, which has introduced the Star Alliance Japan Airpass, a pass that takes you to two to five destinations for 11,500 yen each flight. (See details below.)



Old: Rurikoji-Gojunoto in Yamaguchi Prefecture
New: Night view of Yokohama Bay

Food

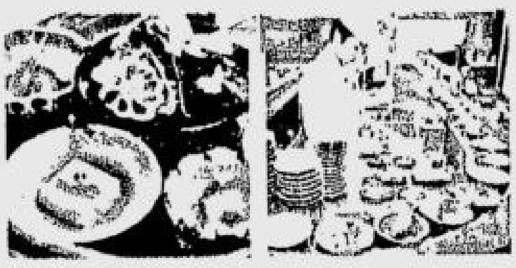
Traditional *kaiseki ryori*, high-tech *kaitenzushi*, and a world of possibilities in between

Japanese cuisine has begun to enjoy increased popularity outside Japan in recent years. But nothing can prepare the visitor to Japan for the tremendous range and variety of foods to be found here, and the sheer pleasure of sampling them in local venues.

Japanese food varies greatly according to area and season; regional varieties of national dishes abound, and traditional cooking is strongly influenced by seasonal considerations. Thus in winter, you can enjoy the hearty warmth of *shabu-shabu* and *sukiyaki*, meat and vegetable dishes cooked at the table in broth, while in summer, salads, *sashimi* and chilled noodle dishes are cool and refreshing. In recent years, Japan has also embraced international cuisine, and in large cities in particular it is possible to find just about any type of restaurant, including Chinese, Indian, Italian, Turkish, French, and Thai, as well as American-style family restaurants. Even in these establishments, however, dining can be an enjoyably adventurous experience, with steak cooked in soy sauce or pizza topped with seaweed appearing alongside more familiar menu options.

For those keen to try Japanese food at its most refined, *kaiseki ryori* is a must. This culinary style, which inspired *nouvelle cuisine*, features dishes composed mainly of fish and vegetables, delicately seasoned and exquisitely presented. And it is not the quality of the food alone that makes *kaiseki ryori* such a memorable experience. The setting – cool, with elegant screens, tatami matting, traditional flower arrangements or outdoor gardens, often a fountain even indoors – and the service – smiling, serene, kimono-clad staff – make *kaiseki* dining an experience to treasure.

At the other end of the scale is the *kaitenzushi*, or conveyor belt sushi restaurant. Originally Japan's answer to fast food, these restaurants are a great way to enjoy the combination of dishes prepared in front of you and the streamlined, high-tech feel of the conveyor belt itself, with a never-ending flow of delicious offerings from which to choose. Another option that offers a warm and lively atmosphere to guests is the *robatayaki* or *izakaya*, with its array of Japanese and Western dishes, illustrated menus, jugs of beer and sake, and welcoming shouts of "*Irasshaimase!*" (Come in!)



Old: Elegant, traditional *kaiseki ryori*
New: High-tech, speedy conveyor belt sushi (*kaitenzushi*)

Nature

From the snowy north to the sunny south

Japan has some of the world's largest and liveliest cities, but there is also a vast amount of natural beauty to be discovered. Thanks to its mountain ranges and long north-south orientation, Japan's climate ranges from the snowy plains of the north down to the subtropical Okinawa beaches.

There are over 80 national and quasi-national parks throughout the country, where the natural landscape is preserved. Some of these are far from human habitation, while others, such as Nikko or Kamakura, can be visited as a day trip from the major cities. Some of Japan's best-known natural landmarks are its volcanoes, such as Sakurajima and Mt. Aso in Kyushu, and of course Mt. Fuji, which are responsible for magnificent scenery like the plains of flowers at Ebino Kogen in Kyushu or the beauty of the alpine region of central Honshu. Japan also has the World Heritage site of Yakushima, an island 60 km off the Kyushu coast. Yakushima is the home of around 40 plant species that exist nowhere else in the world, as well as its cedar trees, one of which is over 7,000 years old.

The other by-product of past volcanic activity is the natural hot springs that can be found the length of the country. For animal-lovers, this presents a unique opportunity – Jigokudani in northeastern Nagano may be the only place in the world where wild snow monkeys (Japanese macaques) can be seen bathing in their own hot springs.

Each season in Japan presents its own particular delights: the eerily beautiful snow-covered trees of Zao in northern Honshu in winter, the plum and cherry blossoms that cover the whole land in early spring, and the blazing red and orange foliage that makes autumn so memorable. Whether hot or cool, Japan's natural beauty is waiting for your discovery.

Hot: Reefs along the coast of Okinawa
Cool: *Juhyo*, snow-covered trees, in Zao (Yamagata Prefecture)

Shopping

Things to buy and where to buy them

Shopping is one of Japan's national pastimes, and can make for some great days out. Pick up gifts and souvenirs, splash out on the designer goods for which the large cities are known, comb the markets for bargains, or simply enjoy window-shopping and people-watching, with no need to spend a single yen.

The cool, tree-lined elegance of Omotesando-dori and the Ginza district, both in Tokyo, are the home of high-fashion retailing. Or pay a visit to the bustling youth-oriented boutiques and department stores, located in areas like Takeshita-dori in the Harajuku district, where the spirit of London's Carnaby Street is alive and well.

You may be more interested in the latest electronics goods, in which case Akihabara in Tokyo or Nipponbashi in Osaka is an absolute must. Goods here are often tax-free for visitors, so be sure to bring your passport. Antique or traditional items can be found in places like Nakamise market in Tokyo's Asakusa area, or Nihonbashi, also in Tokyo, where some shops have been in operation since the 18th century. From the tiniest specialty shops to the most luxurious department stores, Japan has something to suit all tastes and budgets.

Hot: "Electronics Town" in Akihabara, Tokyo
Cool: The upmarket stores of the Ginza district, Tokyo

Star Alliance

Star Alliance was formed on May 14, 1997, making it the world's oldest airline alliance. Its current 15 members are: Air Canada, Air New Zealand, ANA, Asiana Airlines, Austrian, bmi, LOT Polish Airlines, Lufthansa, Scandinavian Airlines, Singapore Airlines, Spanair, Thai Airways International, United Airlines, US Airways and VARIG. Star Alliance serves 755 airports in 132 countries, and carries almost 359 million passengers annually. On 5 June, 2004 Star Alliance announced the addition of three new airlines. They are South African Airways, TAP Portugal and the first regional airline member, Blue 1 of Finland. The addition of these three new airlines will increase Star Alliance's global network to 833 airports in 153 countries.

Together with its Japanese member ANA and the Japanese government, Star Alliance is working to promote tourism to Japan. To make travel even better for visitors to Japan, Star Alliance has introduced the following six initiatives:

- Star Alliance Visit Japan Fare Offer – During 2004 and 2005, special fares will be offered by Star Alliance carriers from key markets, enabling customers to save money on traveling to Japan and on domestic flights when they arrive.
- Sales Blitz Events – Star Alliance carriers are planning to carry out various measures to help customers discover more of what Japan has to offer. Activities will range from providing travel agents with information to holding special seminars and promotions.
- Support for Tour Development – In cooperation with the Ministry of Land Infrastructure and Transportation (MLIT), the Visit Japan Organisation and the Japan National Tourist Office (JNTO), Star Alliance carriers will support the development of new tour products in key markets, resulting in an even wider range of options for customers.
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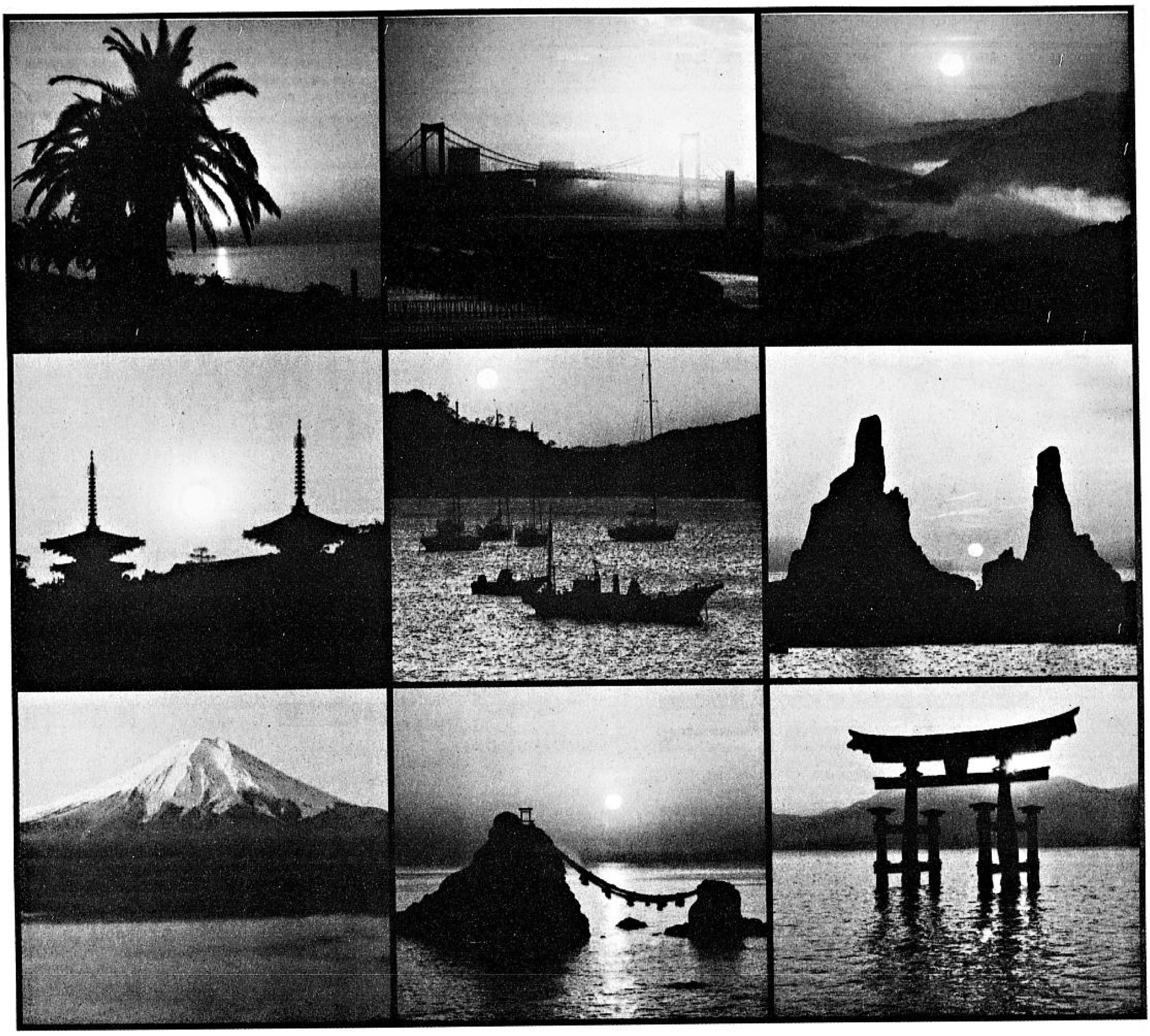

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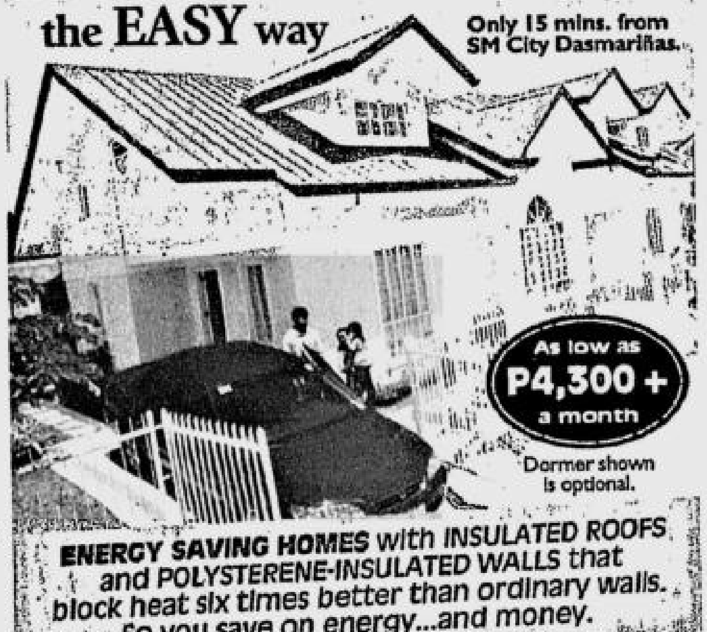

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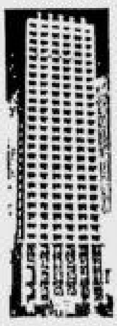

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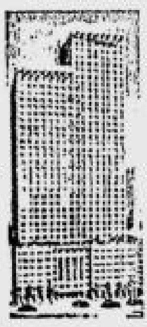

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1.5% Fast Car Loan 6560140

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❶ Copy of Death Certificate
❷ Any identification document (I.D.)

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OSCAR E. BARRIOS, SR.

Peacefully joined our Creator on August 13, 2004 at the age of 68.

His bereaved wife **Elenita**; children **Noel Christopher & Cynthia, Shielah Gizelle, Oscar Jr. & Fe, Bernard & Ma. Rita**; grandchildren **Michael, Nathania, Keana, Nicole, Katrina, Enrico Noel**; brother **Fernando** & sisters **Luisa & Mimi**; brothers-in-law, nephews, nieces, other relatives and friends request the pious readers to pray for the eternal repose of his soul.

His cremated remains are in state at the Arlington Memorial Chapel, Resurrection 3, 12 G. Araneta Avenue, Quezon City.

Interment will be at the Loyola Memorial Park, Marikina City on Saturday, August 28, 2004 after the 1:00 p.m. Memorial Mass.

"Let the words of my mouth meet your Favor, keep the thoughts of my heart before you, Lord, my rock, my redeemer..." — Psalm 21:15

MERLIN C. CIPRIANO, M.D., F.P.C.S., F.I.C.S.

Past President : Metro Manila Chapter of the Philippine College of Surgeons, 1994
: Philippine College of Surgeons, 1995
: International College of Surgeons, 1996
Chairman, Department of Surgery, UDMC from 1990 up to the Present

Peacefully joined his Creator at 9:10 p.m. on August 25, 2004 at the age of 70.

He shall be missed by his dearest wife **LILY**; children **IREENE CIPRIANO-FLORES, AUDIE, NEIL & MAITET** and **IAN CHRISTIE**; grandchildren **CANDICE, JOSEPH, ANTON, MIGGY** and **NATHAN** and relatives.

His remains lie in state at the Arlington Memorial Chapels, G. Araneta Avenue, Quezon City.

Interment will be on August 29, 2004 at the La Loma Memorial Cemetery, Caloocan after the 2:00 p.m. Mass at the Two Hearts of Jesus & Mary Parish, West Triangle, Quezon City.

"...absent with the body to be present with the Lord."
— 2 Corinthians 5:8

ANGELI ALBOLADORA ALEJO

of Makati City

Died in the Grace of our Lord on August 25, 2004 at the age of 14.

We, her parents, **Ernesto** and **Luz**; sister **Aileen**, other relatives and friends, request the pious readers to pray for the eternal repose of her soul.

Her body lies in state at their residence at No. 1829 Concepcion Street, Santiago Village, Brgy. Valenzuela, Makati City.

Interment will take place on Saturday, 28th day of August 2004 at Makati City Catholic Cemetery after the 10:00 a.m. Mass at Colegio de Sta. Rosa Chapel, Estrella St., Makati City (near Rockwell Center).

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Republic of the Philippines
Supreme Court
MANILA

INVITATION TO APPLY FOR ELIGIBILITY AND TO BID

Interested suppliers/dealers are invited to apply for eligibility and bid for 1,600 units of Manual Typewriters for the Lower Courts.

The approved budget for this bidding is **P15,747,000.00**

The winning bidder shall deliver the required units within sixty (60) working days upon receipt of Purchase Order (PO).

Interested bidders must not be related to the head of the procuring entity or any member of the Committee on Bids or COB Secretariat either by consanguinity or affinity up to the third civil degree.

Prospective bidders may secure eligibility requirements and bid documents from the Secretariat Committee on Bids, Property Division, Supreme Court, after payment of a non-refundable fee of **One Thousand (P1,000.00) pesos**. For additional information contact the *Secretary, Atty. Ennar C. Cabanilla at Telefax 4042731 or Norma C. Josue at Telefax 524-7425.*

I. **PRE-BID CONFERENCE**
The pre-bid conference shall be on 3 September 2004, 2:00 p.m. at the Old Session Hall, 3rd Floor, Old Building, Supreme Court, Padre Faura St., Manila

II. **SUBMISSION OF ELIGIBILITY REQUIREMENTS**
The legal requirements for eligibility of prospective bidders must be personally submitted by the duly authorized representative on 10 September 2004, 2:00 p.m. at the Old Session Hall, 3rd Floor, Old Building, Supreme Court, Padre Faura St., Manila

III. **OPENING OF BIDS**
Bids of eligible bidders will be accepted and opened in the presence of the bidders or their representatives on 15 September 2004 at 3:30 p.m. at Old Session Hall, 3rd Floor, Old Building, Supreme Court, Padre Faura St., Manila.

The Committee on Bids reserves the right to reject any or all bids waive any defects or informalities therein, or accept any bid/s or offer/s which it may consider to be advantageous and beneficial to the government.

August 19, 2004.

JOSE P. PEREZ
Chairman
By: (Sgd.) **FELIPA B. ANAMA**
Vice-Chairperson

(PDI-August 20 & 27 2004)

Notice is hereby given that the Estate of the late Natividad G. Granados was extrajudicially settled among her heirs by means of public instruments duly authenticated by the Consul of the Republic of the Philippines in New York, New York, USA under Doc. No. 006420 & 006667, Series of 2003; the Consul of the Republic of the Philippines in San Francisco, California, USA under Doc. No. 8153, Page No. 0160, Book No. XXIV-A, Series of 2003; and the Consul General of the Republic of the Philippines in Washington, District of Columbia, USA under Doc. No. A3996 & A3701, Series of 2003.

ATTY. **DANIEL G. DATUIN**
Attorney-in-fact
Heirs of Natividad G. Granados

(PDI--Aug. 13 & 20 & 27, 2004)

RA Form No. 10 1 (LCRO)

Republic of the Philippines
LOCAL CIVIL REGISTRY OFFICE
Province: Davao del Norte
City/Municipality: Tagum

NOTICE OF PUBLICATION

In compliance with Section 5 of R.A. Act No. 9048, a notice is hereby served to the public that JANET COLOMA-TABANGCURA has filed with this Office a petition for change of first name from JANET PILAR to JANET in the birth certificate of JANET PILAR FRANCISCO COLOMA who was born on October 12, 1964 at MALATE, MANILA and whose parents are GERARDO DOMINGO COLOMA and GERTRUDIS MARCOS FRANCISCO.

Any person adversely affected by said petition may file his written opposition with this Office not later than *September 10, 2004.*

(Sgd.) **FLORDELIZA J. ZULUETA**
City Civil Registrar

(PDI--Aug 27 & Sept. 3, 2004)

Republic of the Philippines
Office of the President
COUNCIL FOR THE WELFARE OF CHILDREN

INVITATION TO APPLY FOR ELIGIBILITY, FOR SHORTLISTING AND TO BID

The Council for the Welfare of Children invites interested consulting/persons to participate in the selection of a Consultant for the following system development project:

No.	Project	ABC	Requesting Office	Pre-Bid Conference
1	Developing a Foundational Media Campaign	P 30,000,000.00		September 10, 2004 2:00 p.m. at IEC Room CWC Bldg., Ground Floor

The eligibility and shortlisting requirements may be obtained from the Council for the Welfare of Children Bids and Awards Committee (CWC-BAC) Secretariat, Ground floor, CWC Building, No. 10 Apo Street, Sta. Mesa Heights, Quezon City, Tel. Nos. 740-8864/742-2013 from August 30 – September 03, 2004 during office hours or may be downloaded from the CWC website (http://www.cwc.com.ph). Consultants who wish to offer their services must submit a letter of intent of the project they wish to participate in together with the required eligibility and shortlisting requirements to the CWC-BAC Secretariat or electronically not later than September 06, 2004

Only shortlisted consultant shall be invited to submit a technical and financial proposal not later than September 24, 2004. Bidding documents will be made available to interested consultant upon payment of non-refundable Php 5,000.00 from September 13 – 17, 2004. The quality-cost based evaluation procedure will be used. Only the financial proposal of technical proposals which meet the minimum rating of 75% shall be opened and considered

The Council for the Welfare of Children reserves the right to waive any abnormality in responses to the eligibility and shortlisting requirements and to this invitation. CWC further reserves the right to reject any and all the proposals, annul the bidding process, declare a bidding or not to award the contract not incurring any liability to the affected bidder or bidders of the grounds of the Department of Health.

(Sgd.) **MA. ELENA S. CARABALLO, CESO III**
Deputy Executive Director
Chairperson, Bids and Awards Committee

(PDI - Aug. 27, 2004)

REPUBLIC OF THE PHILIPPINES
METRO COTABATO WATER DISTRICT
Cotabato City

INVITATION TO APPLY FOR ELIGIBILITY AND TO BID

The Metro Cotabato Water District invites interested parties to submit sealed bids (2 envelopes) for public bidding for the Supply and Delivery of materials for the Proposed Pipeline Project (Phase II), Tamontaka-Timaco, with an approved budget of Php. 5,394,585.00 for the following:

1. Various sizes of uPVC Pipes & fittings
2. Various sizes of Cement-Lined Steel Pipes & Fittings
3. Various sizes of C.I. Fittings, Galvanized Bolts, & Gaskets.
4. Fire Hydrant Heads & Valves.

Interested parties may secure Bid Documents and Detailed Specifications during office hours at Metro Cotabato Water District, Governor Gutierrez Avenue, Cotabato City.

The schedule of bidding activities is as follows:

PARTICULAR	DATE/TIME
Issuance of Bid Documents	**September 06 to 15, 2004**
Opening/Submission of bids	**September 22, 2004**

The MCWD reserves the right to reject any or all bids without offering any reason, waive any defect therein and make an award to the bidder whose proposal is most advantageous to the MCWD. The MCWD likewise assumes no obligation for whatever losses that may be incurred by the bidders in the preparation of the bids, nor does it guarantee that the award shall be made.

(Sgd.) **MANUEL D. MAGDAEL**
Chairperson
Bids & Awards Committee

(PDI - Aug 27 & Sept. 03, 2004)

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REPUBLIC OF THE PHILIPPINES
SOCIAL SECURITY SYSTEM
LUZON SOUTH CLUSTER
San Pablo City

OFFICE OF THE BAC CLUSTER
INVITATION TO APPLY FOR ELIGIBILITY & TO BID
JANITORIAL SERVICES

The **SOCIAL SECURITY SYSTEM**, with office at M. Paulino St. corner Balagtas Blvd., San Pablo City is inviting bidders for a two (2) year contract of janitorial services to be rendered at the following building/premises:

SSS Branches	
Laguna Province (San Pablo, Biñan, Calamba, Sta. Cruz) Batangas Province (Batangas City, Balayan, Lipa City) Cavite Province (Bacoor,Carmona, EPZA,Tagaytay) Quezon Province (Lucena, Infanta, Gumaca) MIMAROPA (Calapan and Bongabong, Or. Mindoro, San Jose, Occ. Mindoro, Boac, Marinduque, Odiongan, Romblon, Puerto Princesa City, Palawan)	
Total number of Janitors	**29**
Approved Budget for One-Year Contract	**P 3,211,720.80**
Source of Fund	**M/R Building Janitorial**
Contract Duration	**Two (2) years**

Application for eligibility is open to all janitorial agencies with at least three (3) years experience and must not have been "Blacklisted" by any government agency nor have violated any provision of the contract with past and existing clients.

SCHEDULE OF ACTIVITIES:

Particulars	Date	Venue
Issuance of eligibility requirements	August 27 - September 10, 2004	BAC Secretariat, 2nd Flr., SSS San Pablo Bldg.
Deadline for submission of eligibility requirements	September 15, 2004	BAC Secretariat, 2nd Flr., SSS San Pablo Bldg.
Issuance of Bidding Documents to Eligible Bidders upon payment of a non-refundable fee. P1,000.00	September 22, 2004	BAC Secretariat, 2nd Flr., SSS San Pablo Bldg.
Pre-bid Conference	September 24, 2004	Conference Room, 2nd Flr., SSS San Pablo Bldg.
Submission & Opening of Bids shall be announced and confirmed through a Bid Bulletin.		

For any inquiry, please call telephone numbers (049) 5625-920 or 5625-922.

This bidding shall be governed by the Implementing Rules and Regulations of Republic Act No. 9184, otherwise known as the "Government Procurement Reform Act."

The SSS reserves the right to reject any or all bids without offering any reason, to waive any formality or technicality, and to award to any bidder whose proposal is deemed most advantageous to the SSS. The SSS neither assumes any obligation for any loss whatsoever that may be incurred by the bidders in the preparation of their respective bids, nor does the SSS guarantee that an award will be made.

THE CHAIRMAN
BIDS & AWARDS COMMITTEE

(PDI - August 27 2004)

NISSAN Westgate Alabang *1st Anniversary*

SYMBOL OF THE JAPANESE CAR BRAND RESURGENCE IN RP

By Charles E. Buban

FOR Nissan Westgate, being the first locator in what would be the future automotive row in the south (of Metro Manila) has its many advantages. One, the dealership located along busy Alabang-Zapote Road gets to choose the nicest spot for best visibility.

Two, Nissan Westgate has had a one-year head start against any future locators, taking advantage of the profitable market that Muntinlupa, as well as the rest of the Calabarzon area, offers.

Now celebrating its first anniversary, Nissan Westgate promises even more exciting times ahead.

"The market is now beginning to appreciate what Nissan has done recently for its products. With new and exciting vehicles, Nissan is once again poised to challenge the country's industry leaders with Nissan Westgate at the forefront of this campaign," said Nissan Westgate assistant managing director Rene Limcaoco.

Nissan Westgate made sure its showroom would convey this message.

Sophisticated ambience

Dominated by glass and a high ceiling, the 2,000-sqm showroom and service center conveys a sophisticated ambience, reflecting Nissan vehicles on display as well as the market it serves.

"The minimalist concept conveyed by our local consultant-architect Gilbert Lui is expected to entice the market. The transparent and strategically placed glass were considered so Nissan vehicles would stand out," explained Limcaoco.

Apart from the showroom and the reception area, the ground floor houses the sales, service, accessory shop, reception areas and a coffee shop. The dealership's office, on the other hand, is found at the mezzanine.

"We're about 70 professionals in this dealership and we're capable of servicing around 40 to 50 units per day," revealed Limcaoco of the dealership, whose market covers the cities of Muntinlupa and Parañaque as well as the Calabarzon (Cavite, Laguna, Batangas, Rizal, and Quezon) area.

With Nissan Westgate already a year in operation, Limcaoco promises to market the Nissan product more aggressively not only in sales but also in service.

"Here at Nissan Westgate, our business relationship with clients does not end with the purchase of the vehicle but throughout the life of the vehicle. This means, we must provide exceptional service at all times," he said.

Product resurgence

The Nissan brand resurgence was almost inconceivable a few years ago. In 1998 Nissan had fallen on hard times as it was saddled with billions of dollars in debt and plagued by falling market shares before the company merged with Renault the following year.

Worldwide restructuring ensued with the coming of Carlos Ghosn, who was named Nissan's new CEO. With Ghosn's team given complete control over the company, Nissan went from losing billions to making billions within three years.

The company is now on a roll, launching new eye-catching models, increasing its (production) capacity in its key markets worldwide and restoring its once debt-ridden balance sheet.

Today, Nissan is definitely on a comeback trail, posting a net profit of $4.6 billion this year (ending March 31). Worldwide sales climbed 8.8 percent to $68 billion. These results were a record for the company, and even exceeded internal forecasts.

Ghosn even announced that for the fiscal year ending March 31, 2005, Nissan is forecasting net profit of $4.7 billion on $75-billion sales.

Filtering through

Nissan's miracle recovery is filtering through its regional markets worldwide.

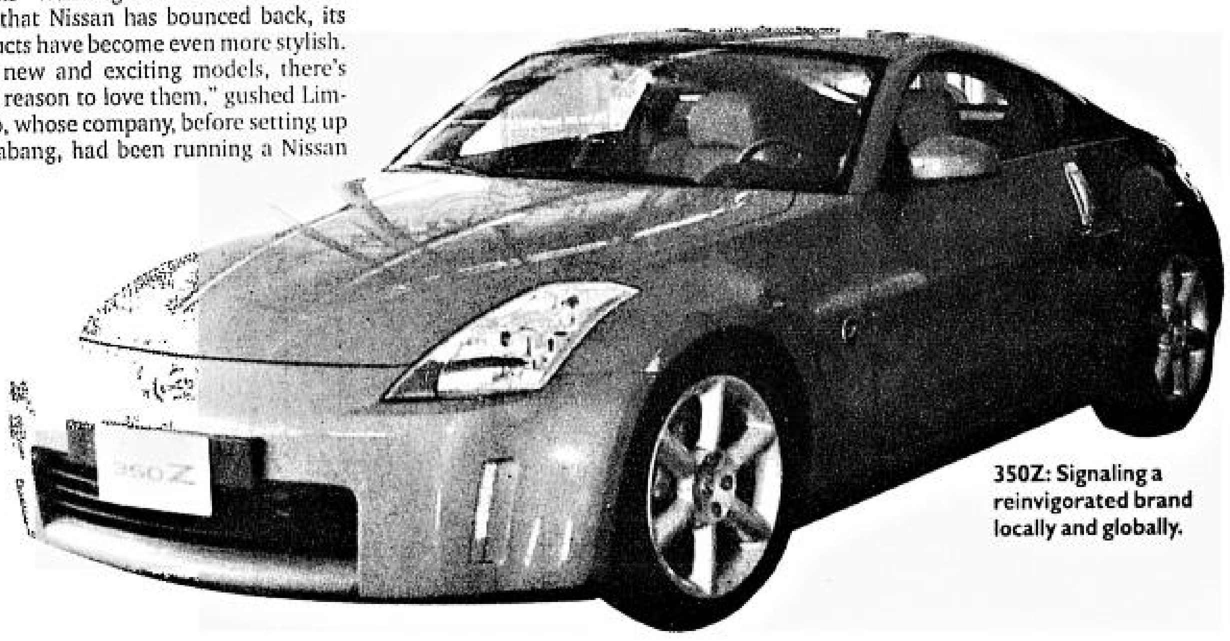
"What made us stick with the brand even during the company's hard times are its well-engineered automobiles. Now that Nissan has bounced back, its products have become even more stylish. With new and exciting models, there's more reason to love them," gushed Limcaoco, whose company, before setting up in Alabang, had been running a Nissan dealership in Southwoods (Binan, Laguna) and Batangas.

Top management's confidence in the Nissan brand reflects in its plan to open another branch in Pasig-the Nissan Shaw Center. When it becomes fully operational, the Nissan Shaw Center will be the third Nissan dealership of the Limcaocos since the establishment of Nissan Southwoods in 1995.

One of the Nissan vehicles Limcaoco is truly proud of is the 350Z. "Finally our buyers can have this high-performance sports car through formal channels (and no longer through the gray market)," he said.

Nissan Motor Philippines Inc (NMPI) has been supportive of Nissan Westgate. When it opened last year, NMPI set the Philippine launch of the X-Trail mini-sports utility vehicle in its dealership.

"NMPI has always been a very great partner. With Nissan Westgate in full swing and with the full support of the Alabang community, expect this partnership to become even more fruitful," Limcaoco promised.



350Z: Signaling a reinvigorated brand locally and globally.

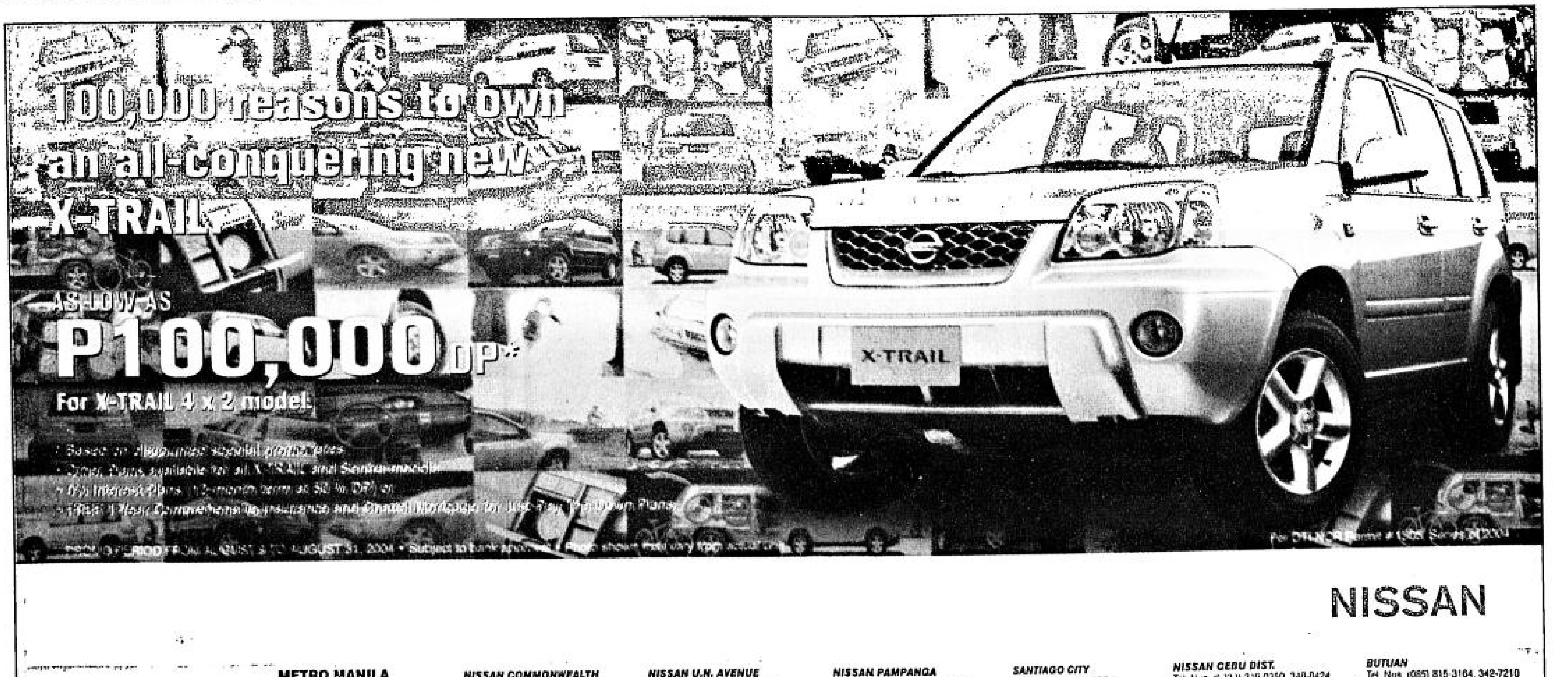
Westgate Alabang
NISSAN
DREAM DEALER

THE PERKS of being the first: The dealership is abuzz with anniversary activities.

NWA Key Officers

NISSAN Westgate Alabang's dedicated management team consists of:

TEY SORNET-General Manager
PRECY BANAS-Assistant General Manager
CHITO JAMIAS-General Sales Manager
ROBERT SALOMON-Service Manager
ABET ALBA-Parts Manager
LILY DURAL-Customer Relations Manager
CATHY CACERES-Insurance Manager
ANGIE BELLO-HRD Manager



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NISSAN PAMPANGA
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NISSAN SOUTHWOODS
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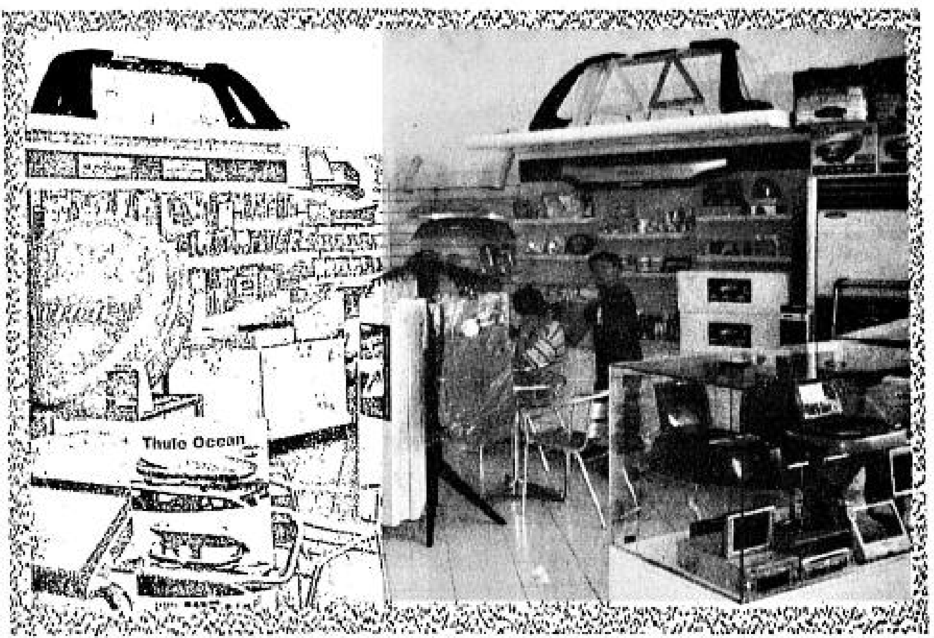
WELCOMING COMPETITION WITH OPEN ARMS

By Charles E. Buban

WHEN Nissan Westgate opened its doors a year ago, the dealership had the entire automotive row located along Alabang-Zapote road for itself.

NISSAN Westgate's premium on after-sales servicing sets it apart from other dealerships.



FOR CUSTOMERS fond of dressing up their Nissan vehicles inside and out, they don't have to go elsewhere.

This is no longer true today as the row is slowly being populated by dealerships of other car brands.

"When Nissan Motor Philippines Inc (NMPI) decided to have a presence in the area (considering Nissan was the only major automotive brand not in Alabang at the time), the company made sure Nissan Westgate would get the best possible site. After all, we needed this advantage as we would be facing tough competition in the coming months and years," explained Nissan Westgate assistant managing director Rene Limcaoco.

But Limcaoco isn't alarmed with the coming of competitors. In fact, he welcomes this development.

Major destination

"With more car brands present in just one 'walkable' area, people would only need to hop from one dealership to another and compare models or the packages that come along with them. The more of us here, the more this area would become a major destination for car buyers," he explained.

In a sense, Limcaoco believes this would be an excellent chance for discerning buyers to compare Nissan with its competitors.

"The (Nissan) brand can stand on its own. Nissan has been passionate about advancing design and technology to build cars that thrill and inspire," he said.

Symbol of resurgence

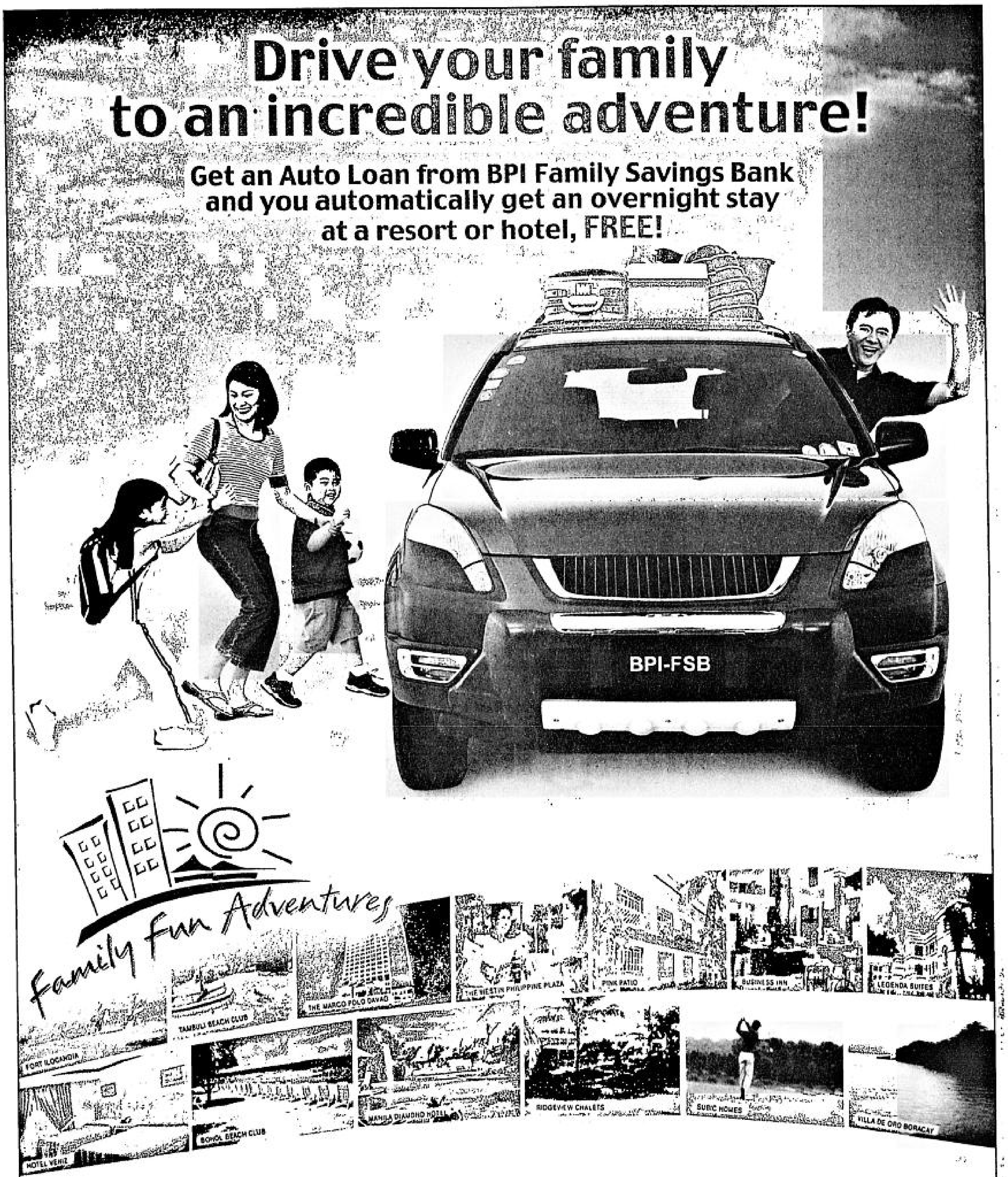
He may be referring to the high-end Nissan 350Z, which has become Nissan's symbol of technological prowess and design excellence.

Compared to other high-performance sports cars, the 350Z is far more affordable (at P3.3 million). But it's no wimpy sports car mind you: it boasts an impressive 291 PS of power coupled with 37.88 kg-m of torque, 5-speed automatic transmission with manual shift mode, ultra-lightweight aluminum suspension and engine, carbon-fiber composite driveshaft, 18" Rays wheels, massive brake rotors, a racing inspired driver's seat withmagnesium-core steering wheel and drilled aluminum pedals.

The 350Z's superior workmanship is passed on to Nissan's other vehicle line-ups that include the luxurious Cefiro sedans (2- and 3-liter variants), the go-anywhere X-Trail sports utility vehicle, the popular Sentra sedan, the dependable Serena recreational vehicle, and the chic Verita compact car.

To complete its vehicle line-up, Nissan Westgate Alabang also carries other models distributed by Universal Motors Corp (UMC) such as the "macho" Patrol SUV, the elegantly tough Frontier pickup, and the versatile Urvan passenger van.

> 'The (Nissan) brand can stand on its own. Nissan has been passionate about advancing design and technology to build cars that thrill and inspire'—Limcaoco



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1. Just visit any BPI or BPI FAMILY SAVINGS BANK Branch nationwide, the nearest participating auto dealer or log on to www.bpidirect.com and avail of a Happy Family Auto Loan from March 1 to October 31, 2004. (Application is subject to the Bank's approval)
2. This promo covers all BRAND NEW and SECOND HAND vehicle types: Passenger cars, Vans, Sports Utility Vehicles (SUVs), Light Commercial Vehicles (LCVs), Asian Utility Vehicles (AUVs) and Trucks.
3. To join the promo, approved minimum loan amount should be P450,000.00.
4. Multi-Purpose Loans (MPL) are eligible to join the promo provided all the above conditions are met. Purchase of reconditioned vehicles is still not qualified to join this promo.
5. Family Fun Adventures Package is inclusive of FREE overnight stay and breakfast for a family of four (two adults and two kids 12 years old and below).
6. The Family Fun Adventures Package is to be availed at any one (1) of the following hotels or resorts:
    - Astoria Plaza
    - Bohol Beach Club
    - Business Inn
    - Fort Ilocandia
    - Hotel Veniz
    - Legenda Suites
    - Mandarin Oriental
    - Manila Diamond Hotel
    - Pearl Farm
    - Pepperland Hotel
    - Pink Patio
    - Ridgeview Chalets
    - Subic Homes, Inc.
    - Taal Vista Hotel
    - Tambuli Beach Club
    - The Marco Polo Hotel
    - The Quiet Place
    - The Westin Philippine Plaza
    - Villa de Oro Boracay
    - Waterfront Cebu City Hotel
7. Reservation schedules are subject to confirmation by the official promo coordinator.
8. Upon availment of the loan, the Family Fun Adventures Claim Certificate will be sent to the Client together with the loan documents upon booking of the loan.
9. For the availment of the Family Fun Adventures Package, Client should coordinate with:

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For Provincial Clients: At the following BPI Business Center addresses:
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Pampanga Business Center - (045) 961 4672, 963 5524 -BPI Olongapo-Gapan Branch, Olongapo-Gapan Highway, City of San Fernando Pampanga
Lipa Business Center - (043) 757 1000 / 02 - 2/F BPI Lipa Branch, JP Laurel Highway, Lipa City
Cebu Business Center - (032) 231 3071 / 4297 / 4572 - 3/F Ayala Life-FGU Center, corner Mindanao Avenue and Biliran Sts., Cebu Business Park, Cebu City
Bacolod Business Center - (034),433 8033 - 2/F BPI Bacolod Main Branch, Araneta St., Bacolod City
Iloilo Business Center - (033) 335 0230, 337 0613 - BPI Iznart Branch, Iznart cor. Yulo Sts., Iloilo City
Davao Business Center - (082) 235-3558 - Ground Floor, BPI Llanang, Davao City
Cagayan de Oro Business Center - (08822) 726 067 2/F BPI Lapasan Branch, CM Recto Ave., Lapasan, Cagayan de Oro

10. In the event that a Client does not register at the chosen hotel or resort by 6:00 p.m. on his confirmed booking date, he will be charged a P3,000 no show fee prior to re-booking.
11. All prize packages are transferable but not convertible to cash.
12. Transportation to the hotel or resort is not included in the package. Beverage expenses are for the Client's account.
13. Availment of the Family Fun Adventures Package is only until **December 31, 2004**. Unclaimed packages will be declared void after this date.

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E-PASS GIVEAWAYS AND A HOST OF IRRESISTIBLE TREATS

ON ITS first anniversary, Nissan Westgate is showering new and loyal customers alike with irresistible treats and freebies.

According to Nissan Westgate Alabang general manager Tey Sornet, from Aug. 15 to 31, Nissan Westgate is giving away free e-pass units to the first 50 buyers of any Nissan vehicle.

Sornet adds that NWA is the only vehicle dealership in southern Metro Manila offering this free e-pass promo. Nissan Westgate also offers an honest-to-goodness "reduced rates and reduced prices" on its Nissan vehicle lineups.

Aside from this, customers also get a chance to win a free trip abroad or DVD home theater systems.

Indeed, there's no better time than now to visit Nissan Westgate.

NISSAN Westgate general manager Tey Sornet.

> NWA is the only vehicle dealership in southern Metro Manila offering this free e-pass promo

NISSAN Motors Philippines Inc set the Philippine launch of the X-Trail mini-SUV in Nissan Westgate.

The hottest stars come together in the HIPPEST BAZAAR ever to grace the Metro.

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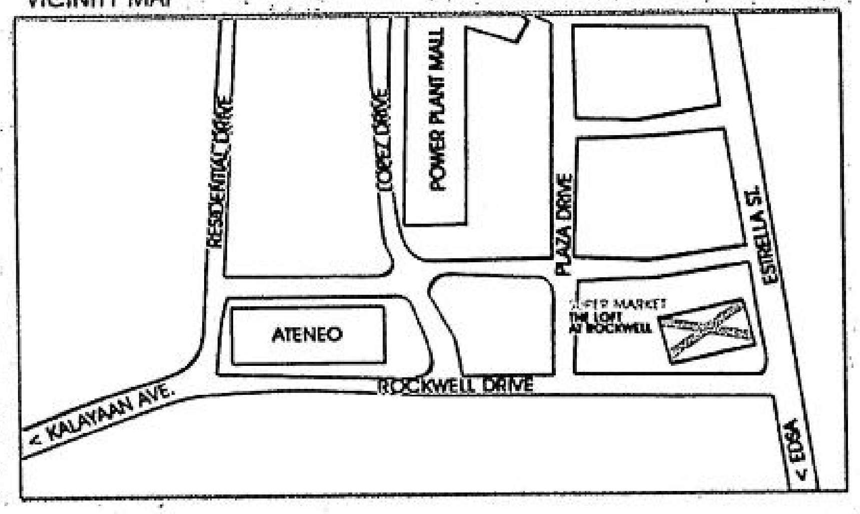

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E-mail: pr_business@inquirer.com.ph

Business Features Editor **Margie Quimpo-Espino**

BRANDING OF NATIONS

Make your country different; maintain that difference

Francis J. Kong
Contributor

THE PARTICIPANTS, men and women in business suits, were a bit agitated. Metal detectors were installed. Then the audience was asked to bring all of their things out of the conference hall.

I was right in front of the stage inching my way to talk to the previous speaker, famous Hollywood film director now turned Wine Merchant Francis Ford Coppola. But the ushers wouldn't allow me. Politely they asked me to leave the room and I asked them what's going on? Their reply was short and simple: "Bomb sweep!" Right away I knew who the next speaker would be.

Singaporeans have assigned a title to describe his role. Perhaps this is now his famous brand.

They call him "Minister Mentor" which is so appropriate.

Guest of honor Lee Kwan Yew, the guest of honor at the Global Brand Forum 2004 held at the Raffles Convention Center in Singapore, is undoubtedly one of Asia's most prominent and respected elder statesmen. Minister Lee presided over Singapore's difficult separation from Malaysia and on to its extraordinary and rapid economic and social development from third world country to first world success.

His speech was short but insightful.

Lee says the secret to Singapore's success is very similar to the success recipes needed to make any business or brand successful.

A. Make Singapore different

The purpose from brands is to set them apart from the rest of the other products or services. But inherent with every brand is a set of qualities that will make them unique.

Minister Mentor Lee Kwan Yew gives us his recipe:

1. Set integrity high up at every level. This makes Singapore different from the rest of the developing countries that seem to be unable to pull their act together.

2. Make the city clean and green.

3. Make the government efficient and build world class infrastructures. In everything they do, Lee made sure that it was kept to world class standards.

4. Make Singapore reliable and trustworthy such that investors would find it an attractive and profitable partner.

"We deliver what we promise." This, according to Minister Mentor Lee Kwan Yew is the Singapore approach to differentiating itself from other developing countries since 1965, the year it became an independent nation.

Besides establishing a reputation as an honest and efficient government, the island-state also emphasized integrity at all levels of its civil administration.

He cited the example of SARS, where the Singapore government was forthcoming in acknowledging the severity of the issue. The government's tough stance on SARS, Lee said, had set Singapore's economy back considerably, but in the long run, "established Singapore as different."

In hindsight, the government's move to set Singapore apart from other nations over the years was an exercise in branding, even as Lee confessed, "I did not know the word "brand" at all."

B. Maintain the difference

Minister Mentor Lee Kwan Yew said having made a difference, the challenge now is to maintain that difference.

Despite Singapore's success in building its reputation over the years, Lee warned the nation against being complacent and losing its competitive edge. "Being number one does not mean we'll be number one next year," he added.

He stressed the country's key to remaining competitive is to stay relevant to its partner nations by adding value to them, since "it is a never-ending battle to keep your position."

LEE KWAN YEW

Reflectively, Mr. Lee said, "Nations are like businesses and anything that is successful will attract others into the business too. But it is a long ball game and Singapore's business is to stay in the game."

The whole conference centers on branding. And it is amazing to see that nations and products or businesses are no different at all in the eyes of the elderly statesman.

The essence of branding is to create a difference.

During the open forum, a participant asked him what the current branding of Singapore is. Lee replied that Singapore is a country that is a reliable and a dependable partner in any joint venture. This is the apparent theme he wants to attach to Singapore.

When asked how the Minister Mentor perceives himself as a brand associated to great leaders of the world according to the ranks of Mahatma Gandhi; Martin Luther King and Winston Churchill the elderly statesman gave out a hearty laugh. And with a twinkle in his eye he replied, "If I say "yes" then you would have said that my head is swollen; but if I say "no" then I would have been a fool."

This is what makes Lee Kwan Yew a brand in himself.

Powerful retail marketing secrets revealed

GREAT marketing is one of the keys to the success of any retail business. Research into the marketing planning practices of many retail companies worldwide shows it to be an area of major weakness. In today's hyper-competitive, challenging, and complex marketplace, the need to achieve real competitive advantage necessitates greater application of more formalized, more scientific, and more high-impact methods of strategic retail marketing. Few seminars touch on retail business with its peculiar challenges, idiosyncrasies, and its special context.

"The Secrets of Powerful Retail Marketing", slated for Sept. 16 and 17, at the New World Hotel Makati, is geared towards retailers and those who want to understand retail marketing in-depth. It will take seminar participants through the various tools of the retail marketing mix, explaining ways of implementing the different concepts and methodologists outlined, and finally, preparing and using marketing plans. It is designed to be of relevance to all types and sizes of retail businesses. For inquiries, call 896-1336.

Learn the secrets of powerful retail marketing from some of the industry's most respected veterans. Some of the speakers who will share their secrets with seminar participants include Christopher Gibbs, former managing director of Louis Vuitton, who will share the secrets to creating a powerful retail brand. Angeline Sy Fletcher, the woman behind the success of JAG and LEE jeans, will divulge her success formula for new product development. Dickie Soriano, award-winning veteran of direct marketing in the Philippines, will reveal the secrets of creating powerful customer

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National Irrigation Administration programs benefit over 1 million farmers

NIA administrator Jesus Emmanuel Paras

In a backdrop of economic growth, the number of farmers who benefited from the national government's irrigation development program of the National Irrigation Administration (NIA) reached a total of almost 1.3 million. "An irrigation project is the symbol of our shared dreams and values for a better life," President Gloria Macapagal-Arroyo shares during the recent celebration of NIA's 41st anniversary.

The country experienced a hike in the economy with the agriculture sector driving the growth in the first quarter of 2004. Agriculture posted an 8.2 percent growth rate because of appropriate government "interventions" and policies aimed at substantially increasing irrigated farmlands and improving farm productivity. As a result of agriculture's strong performance for the period, the domestic economy reported a 6.4 percent increase. "The overall and long-run impact of irrigation is increased agricultural production and food sufficiency, greater employment opportunities, higher income and enhanced economic activities," Jesus Emmmanuel Paras, NIA administrator, says.

NIA, created under Republic Act 3601 in 1963, has embarked on the expansion of irrigated areas. Increased investments by the government in irrigation from 2001 to 2003 with a total average of P7 billion a year rehabilitated existing irrigation systems, restoring an average of 186,650 hectares annually. The investments also enabled NIA to initiate irrigation for at least 23,300 hectares of new farmlands per year. On top of this, the govern-ment intensified the use of high-yielding varieties and made farm inputs more accessible to farmers.

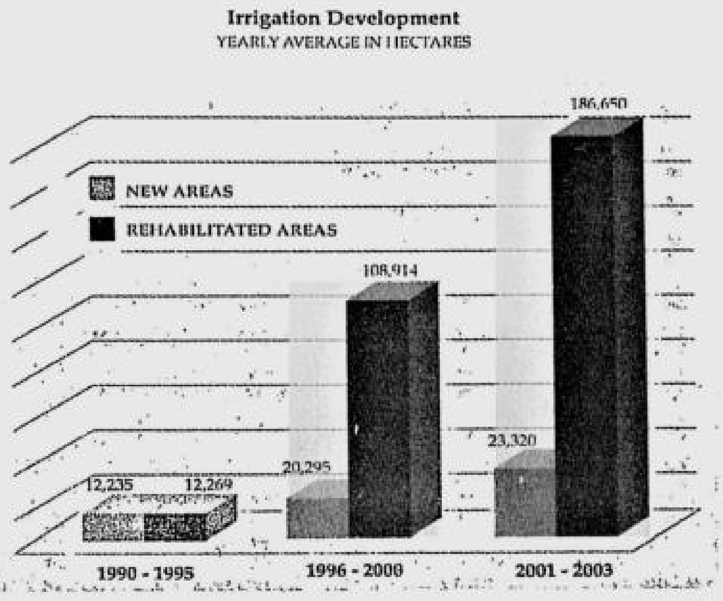
The opening of new farmlands to irrigation and the restoration of existing irrigation systems had tremendous effect in palay production. In 2002, palay production reached 13.27 million metric tons. The following year, it rose to 13.5 million metric tons. Given the growth pattern, palay production this year is expected to be at 14 million metric tons.

Most Outstanding Irrigators' Associations

NIA prides itself with the quality of its irrigators' associations (IAs) composed of highly skilled and motivated farmers. It has seen how farmers are receptive to improving their IAs by faithfully attending trainings conducted by NIA in cooperation with the local government units and non-governmental organizations.

Around 139 farmer-officers have attended workshops on water management, operation and maintenance of irrigation systems. The echo-seminar where attendees are required to submit an action plan to "echo" or pass on what they have learned to other IA members has been successful in disseminating learning experiences and insights.

As an incentive for best performing IAs, NIA created the annual awards for the Most Outstanding Irrigators' Associations in 1995 to recognize the remarkable performance, exemplary leadership and skillful management of IAs. These qualities should result to significant contributions promoting the farmers' welfare, efficient project implementation and sustainable corporate growth.



NIA selects from the more than 5,000 IAs composed of over 2,000 National Irrigation Systems and 3,000 Communal Irrigation Systems. From this number, only six winners (except for instances where there is a tie) will emerge, the most outstanding IA, the first runner-up and the second runner-up. The awarding ceremony is held on the anniversary celebration of NIA in June.

The selection process takes a month and a half. The technical working group consisting of the different departments of NIA conducts field evaluation and assessment of all IAs nationwide. The group deliberates on the result and ranks the IAs accordingly. It then recommends a list of top IAs to the steering committee composed of managers of the composite team. After studying the recommendation, the steering committee provides the list of winners in the annual search for the Most Outstanding Irrigators' Associations.

The award has drastically improved the performance of IAs over the nine-year period of its existence. More than the monetary incentive provided by the NIA, the award has been a source of pride among the IAs. The award has fostered a healthy competition in the farmer groups who continuously improve themselves to reach the goal of excellence.

The secret of Bagong Silang IA's success

Visitors of the Bagong Silang Irrigators' Association office in Alicia, Isabela have a common observation. They notice how the office looks like a typical workplace in Makati City. Bagong Silang IA members have not been used to this oft-repeated remark although its members go the extra mile to keep a clean and orderly office and a quality filing system that is complete and can be easily accessed.

Organized on July 24, 1983 and registered with the Securities and Exchange Commission (SEC) two years later, Bagong Silang IA has a total service area that covers 538.47 hectares and a membership base of 235. Its mandate is to help and assist its farmer-members in its pursuit to uplift their economic standing through water-based programs and linkages with different agencies.

Bagong Silang IA's vision has become a reality. Through the help of the National Irrigation Administration (NIA), it has evolved to become an IA that has several programs designed to improve the economic situation of the farmer-members. It has also established partnerships with government agencies, non-governmental organizations, local government units and corporations.

Some of its unique programs include the Fertilizer Assistance Program, skills training for women members and livelihood projects. The Fertilizer Assistance Program has been established with the help of Atlas Fertilizer, Inc., a multinational company. The program provides loans to members without interest and payable after harvest. Bagong Silang IA has likewise made arrangements with Asia Gold Trading for a loan program with low interest on fertilizers and farm inputs.

The programs of Bagong Silang IA are profitable as reflected in its financial statements. For 2003, it reported an income of P394,009 with expenses at P287,271. Total assets of the IA, on the other hand, are valued at P837,001 with no liability.

In its operations, Bagong Silang IA uses the "tutok" system in the collection of irrigator service fee (ISF), where its officers individually collect ISF payments from assigned members. A special collection task force handles the delinquent accounts. The system has resulted in a high collection efficiency.

Bagong Silang IA coordinates with the LGU in advancing its policies into ordinances. Stealing of water for irrigation, wallowing of carabaos in the canal area and other illegal activities have corresponding penalties. It comes as no surprise that it has consistently garnered a top score in the operation and maintenance criteria during the field evaluation of NIA representatives for its annual search for Outstanding Irrigators' Associations.

The Samahan ng Kababaihan of Bagong Silang IA in a smoke fish processing seminar.

Bagong Silang IA has been a recipient of numerous accolades. It has recently been elevated to the hall of fame by NIA for winning the most outstanding IA in the national irrigation system category for three consecutive years. Similarly, the LGU of Alicia has placed the IA in its hall of fame for being the most child-friendly community or barangay. It has also been conferred with the Casecnan Awards for Outstanding Irrigators' Associations of CalEnergy International Ltd. for two years in a row.

In 2003, the project grant provided in the Casecnan Awards was infused to its capital to strengthen its re-lending program that provides an easy repayment scheme to qualified members. Bagong Silang IA aims to continue its re-lending program with the 2004 project grant.

The recognitions given to Bagong Silang IA demonstrate the level of success it has reached. It attributes its accomplishments to the commitment of all its members who are united by a common goal.

Realizing Buluan-Pigcawayan IA's dreams

"If you want to fulfill your dream, pursue it with eyes wide open." Farmer-members of the Buluan-Pigcawayan Irrigators' Association, Inc. take this maxim seriously because it proved to be true for them. They believe that a dream can materialize by carefully planning strategies and giving their best in performing the tasks detailed in the plan.

The Buluan-Pigcawayan IA was established in 1969 and duly registered with the Securities and Exchange Commission (SEC). It has 103 members from its 106 hectares of coverage area. Its vision is to sustain the provision of efficient irrigation services to its members and strengthen the economic base of the association.

Over the years, the Buluan-Pigcawayan IA has developed partnerships with other organizations other than the National Irrigation Administration (NIA). It values the knowledge that it derives from the collaboration and support that the groups provide. In the local level, it has a strong alliance with the barangay council, the municipal council and the provincial government. The IA has linked with the Department of Agriculture (DA) and approached private agro-chemical companies for program sponsorships.

The Board of Directors of Buluan-Pigcawayan IA in one of their planning sessions.

The Buluan-Pigcawayan IA programs are distinct because of the participation of womenfolk who comprise 37 percent of its membership. The women members have organized themselves into the Kalipunan ng mga Liping Pilipina (KALIPI) where they learn livelihood programs such as "hilot" training. Representatives of the Department of Health (DOH) conducted the "hilot" training. After attending the training, they feel they could already substitute a midwife in birth delivery.

The Buluan-Pigcawayan IA has a good financial performance. Its income stands at P269,422 while expenses total P131,711. Total assets are estimated at P1.7 million with P26,181 in liabilities.

Before reaching its current financial position, it had an accountability that reached almost P1 million. It has fully paid the loan from NIA in 2000. The Buluan-Pigcawayan IA learned financial management the hard way. Now, its financial transactions are very transparent, every centavo taken from its coffers must have the approval of the general assembly. The IA has generated capital build-up of P58,213 without resorting to loan. Its goal is to increase capital by P100,000 in a period of five years.

The Buluan-Pigcawayan IA puts a premium on communication and continuous education. Last year, it had 81 sector meetings where the members discussed the IA's ventures, financial status and other concerns. The meetings are feedback sessions, which also provide members a sense of belonging to the organization. The IA subscribes to the benefits of training. It has a continuous education program for members which double as venue for identifying potential leaders who could assume greater responsibilities in the future.

The strategies employed by Buluan-Pigcawayan IA had won for them many awards. The list of awards it received runs three pages long. It has been awarded four times in the national level, nine in the regional level, another nine in the provincial level and received two awards in the municipal level.

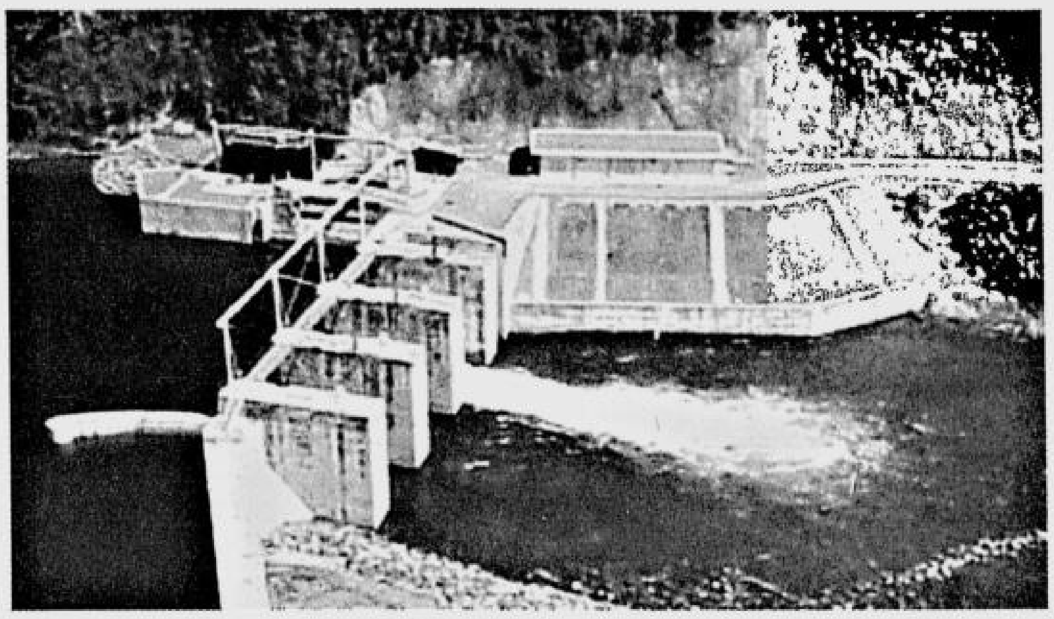
The Buluan-Pigcawayan IA has won the Casecnan Awards for Outstanding Irrigators' Associations for the Communal Irrigation System in 2003 and 2004. The Casecnan Awards is sponsored by CalEnergy International, Ltd. The IA has plowed back the project grant from the last year's Casecnan Awards to its capital to enhance its loan programs. It has a similar plan this year with the addition of purchasing a computer unit to improve its billing and collection system.

Each member of the Buluan-Pigcawayan IA takes credit for the status of the IA now because they were one in pursuing a shared dream.

CalEnergy honors NIA's outstanding irrigators' associations

As an organization built on operational excellence, CalEnergy International, Ltd., an affiliate of the MidAmerican Energy Holdings Company, recognizes the same ideal practiced in the more than 5,300 irrigators' associations under the wing of the National Irrigation Administration. CalEnergy, a leader in the development and production of energy from geothermal, natural gas and hydroelectric, operates the Casecnan Multipurpose Irrigation and Hydroelectric Project in Nueva Ecija and Nueva Vizcaya.

> *"Operational excellence is one of the six corporate priorities of CalEnergy. Through the Casecnan Awards, we encourage the IAs to strive for excellence because in our experience, excellence will not only help them survive, it will enable them to transform into a strong organization that is built to last,"*
>
> *– Joseph L. Sullivan, CalEnergy president*



The Casecnan Multipurpose Irrigation and Hydroelectric Project transports water from the Casecnan and Taan rivers and releases it into the Pantabangan Dam, which the National Irrigation Administration utilizes.

CalEnergy officials tour members of the NIA board of directors in the Casecnan Multipurpose Project. From left: Roland S. Quilala, National Power Corporation senior vice president; Willie Sarmago, CalEnergy plant manager; Saturnino E. Ronquillo, NIA director representing the private sector; Linda B. Castillo, CalEnergy vice president for Legal and Corporate Affairs; Manuel M. Bonoan, Department of Public Works and Highways undersecretary; Jesus Emmanuel M. Paras, vice chairman and administrator of NIA; Augusto B. Santos, National Economic and Development Authority undersecretary; and Joseph L. Sullivan, CalEnergy president.

CalEnergy created the Casecnan Awards for Outstanding Irrigators' Associations in 2003 to recognize and motivate the IAs for the exemplary management of their irrigation systems. The Casecnan Awards provides project grants for the top IAs that have won in the National Irrigation Systems and the Communal Irrigation Systems of NIA's annual competition dubbed the Outstanding Irrigators' Associations. To date, the Casecnan Awards has provided grants amounting to almost P0.5 million.

"Operational excellence is one of the six corporate priorities of CalEnergy. Through the Casecnan Awards, we encourage the IAs to strive for excellence because in our experience, excellence will not only help them survive, it will enable them to transform into a strong organization that is built to last," Joseph L. Sullivan, CalEnergy president, says. Apart from operational excellence, the corporate priorities of CalEnergy consist of customer service, employee commitment, financial strength, environmental respect and regulatory integrity.

The project grants, Sullivan adds, are intended to create self-reliance among IAs and ensure continuity of their operations. CalEnergy, therefore, requires the recipients of the Casecnan Awards to submit a proposal for the grant and an accomplishment report a year later.

The Casecnan Multipurpose Project is a testament to operational excellence. It will augment rice production in Central Luzon by approximately nine million cavans or 465,000 metric tons of palay per year. It will stabilize the water supply of 102,000 hectares of existing rice lands and will supply the irrigation requirements of 35,000 hectares of new rice lands for at least 50 years. The project likewise provides electricity to 350,000 homes in Luzon by generating an average of 150 MW of hydroelectric power, the cleanest form of energy.

The Casecnan Awardees

The 2003 Most Outstanding Irrigators' Associations of NIA – the Bagong Silang Irrigators' Association, Inc. in Alicia, Isabela and the Buluan-Pigcawayan Irrigators' Association, Inc. in North Cotabato – received the 2004 Casecnan Awards for the National and Communal Irrigation Systems respectively. The two IAs have been conferred with the Casecnan Awards for two consecutive years.

They continued to receive the highest scores in NIA's stringent selection process. They excelled in categories related to operation and maintenance, organization, financial performance, organizational discipline and additional indicators such as credit assistance to IA members, livelihood programs and involvement in womens' groups.

"CalEnergy, through the Casecnan Awards and other community projects for the farmers who are our core constituents, is doing its share to help spur development in the agricultural sector. The Philippines is mainly an agricultural country, and agriculture has the potential to create the highest number of employment opportunities," Linda B. Castillo, CalEnergy vice president for Legal and Corporate Affairs, declares.

The Bagong Silang IA invested the 2003 project grant provided by CalEnergy to increase its capital by almost 100 percent. The grant strengthened its re-lending program that provides an easy repayment scheme to qualified members. The target annual income of the re-lending program is pegged at P84,000, and the IA reported a very high collection efficiency. For the 2004 project grant, Bagong Silang aims to fortify its re-lending program.

Similarly, the Buluan-Pigcawayan IA has plowed back the 2003 project grant from CalEnergy to its capital, enabling the association to boost loan programs for rice production, farm inputs and palay trading. For the 2004 project grant, the IA plans to purchase a computer unit for its billing and collection system. Apart from this, it will use the grant to infuse additional capital to its palay trading and farm inputs loan programs.

By providing soft loans to farmer-members, the programs of Bagong Silang IA and the Buluan-Pigcawayan IA have been successful in discouraging their members from patronizing lenders who charge usurious interests.

The Bagong Silang IA and Buluan-Pigcawayan IA (center) receiving the 2003 Casecnan Awards from CalEnergy former president David A. Baldwin (left) and NIA administrator Jesus Emmanuel Paras (right).

Making A Difference

The Casecnan Awards is a product of the commitment of CalEnergy to make a difference in the host communities where it operates. CalEnergy, through its subsidiary CE Casecnan, has been an active partner of the indigenous Bugkalots, since it started development of the Casecnan Multipurpose Project in 1996.

CE Casecnan has provided several livelihood programs for the Bugkalots. One particular venture that has been considered as the most important initiative of the company is the Citrus Seedling Program. This has been crafted and implemented in tandem with the Department of Agriculture. The first commercial harvest of the citrus orchards is ongoing and will last until the end of the year. It is estimated to yield 1.7 million kilos of assorted citrus. The crop, once sold, could drastically improve the annual income of a typical Bugkalot family by as much as 500 percent.

In addition to the Citrus Seedling Program, CE Casecnan has put up a nursery where forestry seedlings are grown for the company's reforestation efforts. The nursery produce, on the other hand, is supplied to different markets in Manila. Other livelihood programs intended primarily for the Bugkalots include rattan raw materials processing and furniture making (to utilize the abundant palm growing in the area), cooperative building and small business development.

The livelihood programs of the company have been well received by the Bugkalots. Rudy Caanawan, a village leader, describes their collective experience: "When you work hand in hand with a company like CalEnergy, you will certainly experience many changes, changes that can improve your life."

The first commercial harvest of the Citrus Seedling Program, a livelihood project of CE Casecnan for the Bugkalots.

CalEnergy has likewise constructed infrastructures and improved facilities in the five barangays within the Primary Impact Zone of the Casecnan Multipurpose Project such as schools and community health centers.

Employees of CalEnergy companies not only provide training to community members in growing and keeping the nursery in Casecnan, they also are active in volunteer work in the province of Leyte where its three geothermal power plants are located, namely the Mahanagdong Facility, the Malitbog Facility and the Upper Mahiao Facility. The company encourages employees' participation in medical and dental missions, book donations, tree planting activities and other community programs through the Global Days of Service.

The Global Days of Service matches the total number hours of volunteer service employees have rendered with a monetary contribution from the company. The amount is donated to the organizations CalEnergy employees have served.

"CalEnergy employees are known to make a difference in their communities because they care. They truly understand the thinking behind the company's six priorities. Every time that they offer their time and sometimes even resources to serve those who have less in life, they represent the company's commitment to fulfill its corporate social responsibility," Sullivan relates.

CE Casecnan employees participate in Greening Pauan, a tree-planting program that aims to preserve the environment.

A Message from CalEnergy President Joseph L. Sullivan

CalEnergy and NIA: A Partnership based on RESPECT

At CalEnergy, a comprehensive environmental policy keeps our operations and environmental activities on track. We call this the RESPECT Policy. RESPECT stands for Responsibility, Efficiency, Stewardship, Performance, Evaluation, Communication and Training. In 1995, when we partnered with the National Irrigation Administration to develop the Casecnan Multipurpose Irrigation and Hydroelectric Project in Luzon, we applied the RESPECT Policy to ensure that we abide by our corporate commitment of preserving the environment.

The Casecnan Multipurpose Project has proven its efficiency by harnessing the water resource provided by the Casecnan and Taan rivers in Nueva Vizcaya. On its third year of operations, the project through the NIA has served the irrigation requirements of the Upper Pampanga River Integrated Irrigation System service areas, which the Pantabangan Dam had been unable to supply. It will stabilize water supply in 102,000 hectares of rice fields.

The project also provided irrigation to 35,000 hectares of farmlands in Luzon. Towns that benefited from the project include Guimba, Talugtog, Nampicuan and Cuyapo of Nueva Ecija. The towns have been classified as having fertile soil but did not have an irrigation source until the project became operational in 2001.

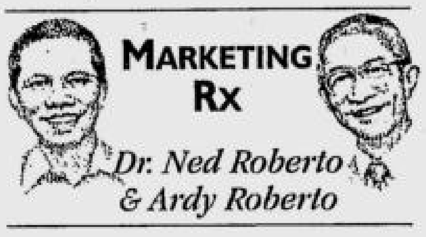
We are glad to be a part of a project that has helped Filipino farmers and their families raise the quality of their lives in particular and boosted the performance of the agriculture sector in general.

Beyond our partnership in the Casecnan Multipurpose Project with CalEnergy operating the project and NIA managing the irrigation facilities in the area, CalEnergy and NIA have two very important things in common.

First, we both believe in creating sustainable development for the benefit of future generations. For CalEnergy, it is developing sustainable operations and implementing environmental projects. For NIA, it is achieving a sustainable economic growth and alleviating poverty. Second, we both focus on our customers first, and in this case, our customers are the farmers. Customer service takes the top spot in a list of six corporate priorities of CalEnergy. Our customers have come to equate our service with reliability and dependability.

Together we have accomplished a lot but there are still challenges ahead. In its report last year, NIA stated that it has irrigated 1.39 million hectares of potential irrigable area. CalEnergy has been able to contribute to the increase of the irrigated farmlands. However, the number represents only 44.4 percent of the total 3.12 million hectares. Data from the NIA research further show that it would take the organization at least three more decades to irrigate the remaining 55.6 percent. CalEnergy is confident of NIA's capability of irrigating the remaining 1.73 million hectares in a shorter period of time. After all, any goal can be achieved if two organizations work together.

Focus! (and other lessons from the Global Brand Forum)



Dr. Ned Roberto & Ardy Roberto

EVERY week, many of the questions that MarketingRx receive revolve around "How do we launch a successful brand?"

At last week's Global Brand Forum in Singapore, the Junior MRx had the privilege of meeting and conversing with some of the world's most respected leaders and brand gurus including former New York mayor, Rudy Giuliani (who successfully rebuilt the NY City "brand" from the ashes), Lee Kwan Yew (who launched and built "brand" Singapore), Francis Ford Coppola (who made the transition from Oscar-winning director to millionaire wine maker and marketer), and of course, Al Ries, who has authored 11 international best-sellers including, Positioning: The Battle for Your Mind, Marketing Warfare, and The 22 Immutable Laws of Branding.

So, what does it take to launch a successful brand?

"Focus!"

That was the short answer that brand strategist Al Ries, literally pleaded the audience to adopt.

He explained, "If you want to be successful; do what the most successful companies did before they got successful…Focus!"

Ries, almost in frustration, repeatedly cried, shouted, pleaded to the audience:

"Focus!"

The bespectacled, thick haired, author then went on to warn us marketers in the audience of the perils of being everything to everyone, and making everything for everyone. This, he explained was something that Asian brands always succumb to, e.g. Sony, Hitachi, Fujitsu which have large sales overall but hardly eke out a profit; compared to European brands like Nokia which gave up making literally everything from paper and rubber to focus on cellular phones and today is valuated as the eighth most valuable brand in the world. If not for Playstation, Ries says, Sony would not have made a profit last year.

> 'Focus and own a word in the consumers' mind. . . and you'll not only survive. . . you'll thrive.'

Ries then went on to explain that CEOs and marketers should "Focus and own a word in the consumers' mind…and you'll not only survive…you'll thrive. Do otherwise and you'll meet the fate of such companies…."

He then went on to present the evidence of brands that were once kings but lost focus and extended their brands beyond the "words" that they owned.

'Expand a brand and you weaken it'

What stuck in the junior MRx's mind was the case of two German car makers who have gone out of their way to expand their brand and get into each others market. This is the case of Mercedes Benz, which owned the word "expensive." And Volkswagen which owned the word "cheap."

In the past few years, Benz extended its product line to make its brand more affordable. Known for its $50,000 to $80,000 luxury sedans, Benz started making $25,000 SUVs (for the upper middle class), then $18,000 vans (for the middle class), and for those who couldn't afford that, Benz produced a $9,000 mini-car (MRx did spot one of those mini-Mercedez' parked at Greenbelt 2—it looked like a cross between a Kia and a Toyota). Ries then joked that if you couldn't afford any of the above models, then there was always the $1,900 Benz. (Never mind that it had just two wheels and no engine. At least you could say that you drove a Benz. Even if it's just a bike.)

Since Daimler Benz went on their de-focused, be-all market strategy, the company started to lose market share, brand value and over-all profitability.

Then there's Volkswagen which "owned" the word "cheap." Volkswagen was the original "people's car." And then they got into producing sedans, vans (remember the launch of Volkswagen vans and sedans in Manila that went pffft! Do you see any Volks sedans or vans being sold or driven around Manila?) In the US, Volkswagen launched different car models including the lukewarmly received VW Golf. Then in a bold move, the pioneer peoples' car maker, started making and marketing an $80,000 luxury sedan that competed head on with Mercedes' top-of-the line models.

Volkswagen launched and extended itself into a new sub-brand called The Phaeton. The Phaeton was launched to mixed, confused reviews—the car itself performed well and was very comfortable as a luxury car should be. So what was wrong with it? One motoring writer best described the Phaeton's marketing woes (nay, call it curse!) when he wrote, "There are two things that are wrong with the $80,000 Phaeton. First is the VW badge on the front of the car. And second is the VW badge on the back of the car."

After failing big time in the luxury car market and learning its lesson, Volkswagen (VW) went full circle and got back into producing a hot, highly acclaimed, born-again VW Beetle. When it was launched in the US it elicited warm, fuzzy feelings of nostalgia from a generation of formerly broke Beetle owners who now had the money and did not mind the waiting list that was forming for ownership of these VW Beetles that came in red, yellow, white and green.

When Toyota broke into the luxury car market it also made the same mistake. It launched the Toyota Supreme-which was a failure. It then re-launched its luxury car entry, but as a new brand, a new business. Enter the Lexus. The number one luxury car in the US now is the Lexus, which outsells Mercedes Benz and BMW combined. The Lexus is made by Toyota but you'll never find the Toyota badge or logo anywhere near it. In fact, Ries dares to say that the Lexus is number one "despite" it being made by Toyota.

Same thing happened to Levi's according to Ries. When Levi's launched Levi's Casuals it had dismal sales. And then Levi's learned and launched a new brand called Docker's. Docker's now does more than $1 billion a year in sales.

"Is this too hard to figure out?!" Ries sarcastically asks us.

Next week, MRx challenges Al Ries. *Email your questions or comments to MarketingRx@SaltandLightVentures.com. Or text us at 0919-314-5412.*

Powerful . . .

From page B2-1

relationships.

Frances Yu, former marketing AVP of Shopwise Supercenters, will disclose the secrets to conceptualizing and implementing powerful consumer promotions, Marie Lee, managing director of Taylor, Nelson, Sofres, will communicate the secrets to using market research for competitive advantage in the retail business. Margie Quimpo-Espino, Business Features Editor of the Philippine Daily Inquirer will let you in on the secrets to maximizing your company's exposure in print media.

Lectures will be complemented with a workshop at the end of the seminar on how to write a winning retail marketing plan to give participants an opportunity to apply their newly-gained knowledge on-site.

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What makes a food venture successful

By Karen V. de Asis
Contributor

TIME was when marketers depended solely on traditional media advertising to achieve brand recall or obtain top share of mind. The latter, quite elusive for many, meant that if consumers were asked to name a brand in a particular category, the first mention (top of mind) hopefully, would be the marketer's brand name. Thus, most marketers resorted to print placements in leading major dailies and general circulation magazines, television and radio advertising as well as outdoor billboards to achieve brand recognition. For those with inadequate marketing resources, word of mouth advertising became the only option.

Traditional marketers stress that in today's competitive and global times, above the line advertising has become even more imminent. Nonetheless, a quick study of the success stories of some foreign and local casual dining and QSRs (quick service restaurants) reveal that other than above the line advertising, there are other factors more critical to the success of the brand in the industry. Among the key elements leading to high share of mind include:

Great product, sound story and dramatic experience. Krispy Kreme has no formal advertising. Yet in North America, a land driven by advertising, Krispy Kreme doughnuts sells more than 3 million dozen boxes a day.

The doughnuts remains true and consistent to its value proposition, "hot Krispy Kreme doughnuts wrapped in delicate glaze." Moreover, watching doughnuts floating through the fryer, automatically flipping halfway through the cooking process and moving along a conveyor out of the hot shortening and into the glaze has always been a magical sight to behold for consumers all-raring to get hold of the new batch of hot, airy, glazed doughnuts.

Espresso coffee lovers have a grand time trying Australian brand Mocha Blends' different blends and concoctions made with espresso. The strong, sensual flavor that comes with extracting only the best part of coffee beans (via the espresso way) can be tasted with Mocha Blends Long black (espresso shot diffused in water), Capuccino (espresso shot topped with generous foam), Café Mocha (espresso shot with special mocha chocolate), etc. Complementing the espresso coffee experience is Mocha Blends baristas' flair and expertise in the preparation of espresso.

1. Great product
2. Establish a personal connection
3. Create first mover advantage
4. Explore non-traditional marketing avenues

Establish a personal connection with your target market. Successful casual dine-in and QSRs have a well-defined market that they can best serve. Despite its many years in business, The Aristocrat Restaurant remains to be the Filipino restaurant of choice among its selected market of *balikbayans* and OFW (overseas Filipino worker) families. The latter, a segment now numbering more than a million, is likely to stop by their favorite restaurant along Roxas Boulevard for a platter of barbecue chicken, steaming yellow java rice, atchara and *lumpiang* ubod after coming from the airport. Despite the influx and possibly tempting pressure to serve foreign menus, The Aristocrat Restaurant remains true to serving Filipino culinary dishes favored by its targeted market. Filipino favorites that include *kare-kare*, pork barbecue, pancit canton, *dinuguan*, etc. remain to its fast moving items.

While Jollibee capitalizes on its "langhap sarap, langhap Pinoy" unique Filipino taste benefit, McDonalds is not far behind in gaining inroads among its targeted market that is, the Filipino family. Despite being a foreign brand with restrictions and standards that come from being a global brand, McDonalds has been clearly visible in connecting with non-traditional Filipino families. The Lolo and Empty Nest commercial continues to strike recall among its targeted market. Moreover, the brand's advocacy of building Ronald McDonalds charity day care centers in impoverished areas is striking a feel good, moral and emotional brand cord among urban families.

Create a first mover advantage. Cibo, with its chic casual dining experience, is not new to the market. Recently, it is fast gaining a reputation as a health and wellness restaurant offering a variety of lifestyle diets including a selection from the more popular low-carb Atkins; combination right carb, right fat South Beach Diet; and even the lesser-known Zone diet, a combination of low fat protein, vegetables and fruits.

By tracking changes and opportunities in the environment, restaurateurs are provided a novel approach of presenting their service and product to the market thus regenerating awareness without expensive advertising.

Explore non-traditional avenues of marketing communications that match your brand. Communicating with the targeted market need not be extremely expensive. Auntie Anne's pretzels built its business locally with generous free trials outside its stores. Pretzels are hand-rolled, baked to a golden brown and served in salty, sweet or tangy flavors. Cibo has renewed visibility in media and publicity by capitalizing on the expertise of its owner and founder, chef and restaurateur Margarita Fores to provide lifestyle diet advice for weight watchers while serving these meals at Cibo Restaurant or having it delivered to the home. Another great way is to co-brand with potential blockbuster movie hits to maximize media mileage among the targeted market. Jollibee and McDonalds have always been quick reference brands in movies.

Traditional advertising is not the only way to get one's dine-in or quick service restaurant known these days. Creativity, technology, consumer sophistication, flexibility and openness have possible different ways of bringing a product or service close to the consumer.

(The author is chief learning officer at Marketing Knowledge Series Training and Consultancy. Feedback at kdeasis@skyinet.net.)

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Sex toys find niche market in the Philippines

IN THIS predominantly Roman Catholic country where prostitution is illegal and the church still wields considerable influence on the nation's morals, it is a brave person who goes into business selling sex toys.

But a Filipino-Chinese woman who goes by the name of Pat has discovered a niche business which is booming.

Pat began her sex toys business a few years ago from a nondescript residential block in Manila.

Today her shop stocks around 200 items ranging from vibrators to the torso of a pig made from artificial skin simply called "Babe" which retails for around P10,000 ($178).

"It is not the sort of business many people in this country would go into," she said in an interview with AFP. "But I saw a unique opportunity and let's face it, sex sells."

Her customers, who visit strictly by appointment, range from heterosexual couples and singles to gays, lesbians and bisexuals.

"We don't discriminate," she said.

Now online at www.sex-toys.com.ph, business is looking pretty good for Pat with more than 200,000 page views a month.

Although she would not give details of turnover, Pat says business is growing at around 30 percent annually.

"Business is doing well," she says with a smile. While there are some back street vendors in the Philippines, Pat is believed to be the first with a shop or website.

One of her biggest selling items is a penis enlarger for P3,000 (about $54) of which she sells around 60 a month.

"A lot of women buy it for their partners," she says.

A SHOP assistant fixes a traditional "love doll" named Cindy next to "babe" (left), a torso of a pig made from artificial skin. AFP

Pat is already looking at expanding to other regional centers in the Philippines.

"Sex is not the sort of thing people in this country discuss openly. You don't even see condoms openly displayed like you do in other countries."

Although many of her customers are men "buying toys for their wives, girlfriends or mistresses," Pat finds women are starting to become more adventurous.

"I don't see there is anything to be ashamed of with someone wanting to improve his or her sex life," she said.

Pat has delivered sex toys to a client in Muslim Sulu in the far south of the country while her most bizarre delivery was to a Philippine naval vessel off Mindanao.

She could not remember how the order was delivered or what it was "but it arrived and there were no complaints from the client."

Already Pat is looking to expand her business into new product lines such as uniforms and sado-masochism for the more adventurous.

She said many of her clients prefer to shop with her as they do not want to buy abroad and risk the embarrassment of having to explain to airport customs officials about the marital aids in their bags.

Pat said many of her female clients buy sex toys for a variety of reasons, one being that their husbands are no longer paying enough attention to them.

One item women buy for their men is a solution called delayer, which is supposed to prevent premature ejaculation.

"People don't like to admit that they use sex toys but they do. There are a lot of people out there looking for these sorts of products," she said.

"At the same time our customers come from all walks of life and socioeconomic background. People in the provinces will save just to buy a dildo or vibrator," she said.

AFP

MOMENTO AWARDING. Kula Kulendran, American Express Int'l. Inc. vice president and head of Global Network Services Japan, Asia-Pacific and Australia; Antonio L. Go, Equitable PCI Bank chair and Equitable CardNetwork Inc. president, Roberto Romulo, Equitable CardNetwork Inc. chair

Equitable Card and Amex set new standard for Gold Card

CREDIT has never been this great over cash. At least that is what consumers are likely to find in the new Equitable Gold American Express Credit Card.

During its launch recently, officials of Equitable CardNetwork Inc. and American Express expressed high expectations in gaining a significant share in the credit card market locally.

Fol Rana Jr. vice president for sales and marketing-retail for Equitable says, "Our aim is to remain the card of choice. We are confident that consumers will realize that the Equitable Gold American Express Credit Card is the best there is—the ultimate rewards card.

"We offer one of the lowest interest rates, along with value-added services, benefits and perks like the double rewards points on all your spending so you can redeem your rewards in half the time."

The Equitable Gold American Express Credit Card is all set to provide "true" gold experience for cardholders with its wide acceptability, premium privileges, security and manageable installment schemes.

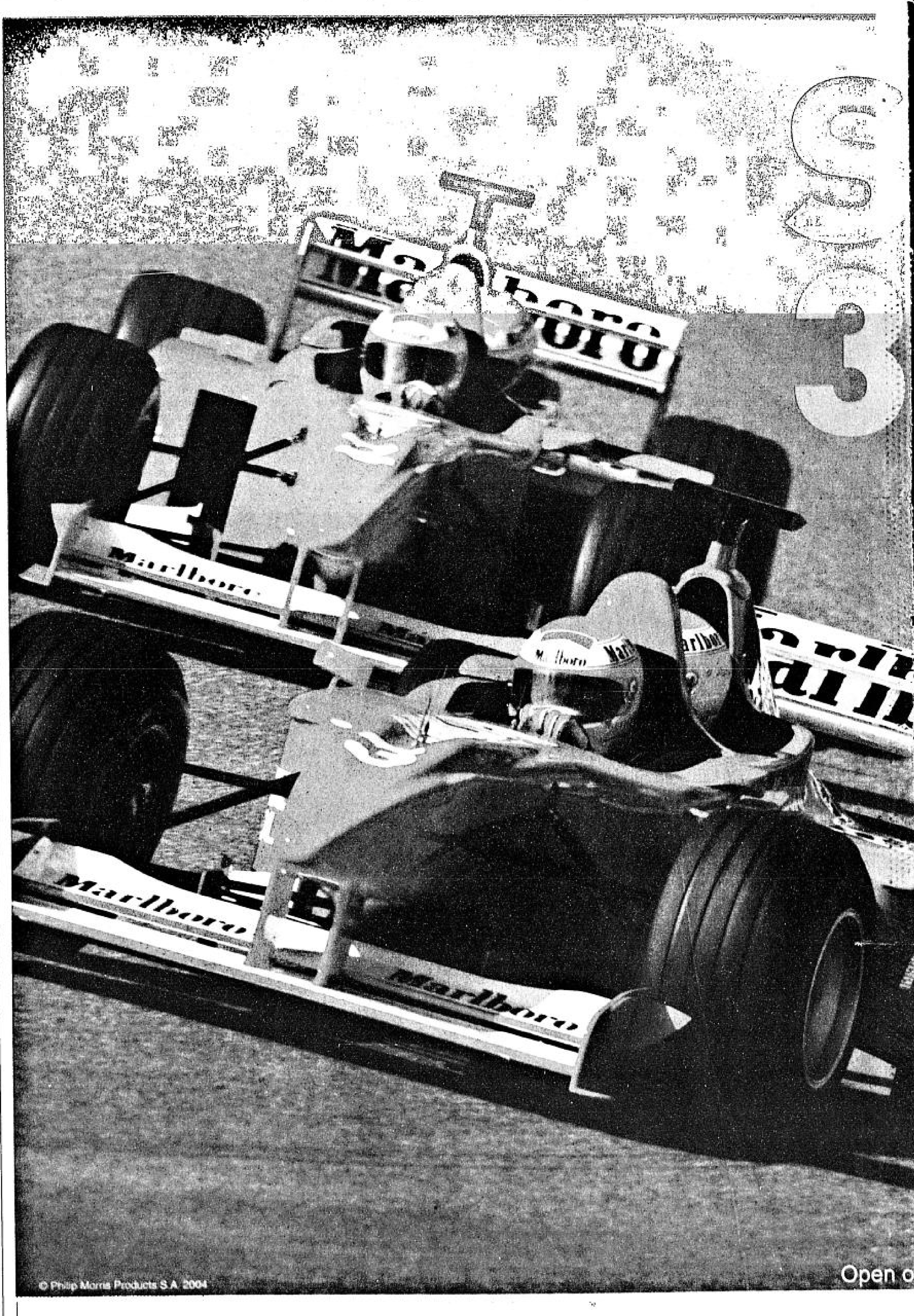
This is further strengthened by the solid partnership between Equitable Card, the leading credit card issuer and acquirer in the country, and American Express, one of the most known credit card brands worldwide. Says Kula Kulendran, head of the Global Services Network-American Express for Japan, Asia-Pacific and Australia, "This is groundbreaking because it has the combined strength of Equitable Card and American Express. In fact, we have increased establishment acceptability here because we believe this is very crucial in bringing in a gold card."

Kulendran awarded Antonio Go, Equitable Card's president, a momento to signify the launch of the New Equitable Gold American Express Card. Go meanwhile reiterated that the value of Equitable Card's core strength in the credit card industry will further entrench the company's position and maintain its dominance especially with this partnership with American Express.

Equitable Card chair Roberto Romulo in turn, is pleased with the introduction of such innovative gold card to local consumers, "It carries the true quality of gold card with its elegant simplicity. "More importantly, it enables more Filipinos to enjoy quality purchases anywhere they want. "

The event also provided an opportunity for guests to know more about Equitable Card and American Express via a video presentation, followed by brief talks from key officials.

Discover the new color of gold with the new Equitable Gold American Express Card and reward yourself. Apply now at any Equitable PCI branch or call 867-7977 (Metro Manila) or 1-800-1888-3264 (Domestic toll free).



Government Warnin
is dangerous

Rising power costs is boon to this Filipino-Malaysian firm

By Anne Luisa E. Villarico

ONE person's pain, is another's gain.

Spartec International Marketing Inc. knows this to be true as it has seen sales of its energy saving products grow due to the consumers' dire need to cushion the blow of escalating products cost.

With the Philippines having the second most expensive electricity rates in Asia, next only to Japan, sales could only get better.

Spartec International, a Filipino-Malaysian venture, claims that its Spartec Power Saver will help reduce electricity bills by making energy use more efficient.

"Spartec Power Saver regulates the incoming current and eliminates wastage, thus, giving appliances just the right amount of power that it needs," says Zulkefli Mohd Zain, Spartec president and chief executive officer.

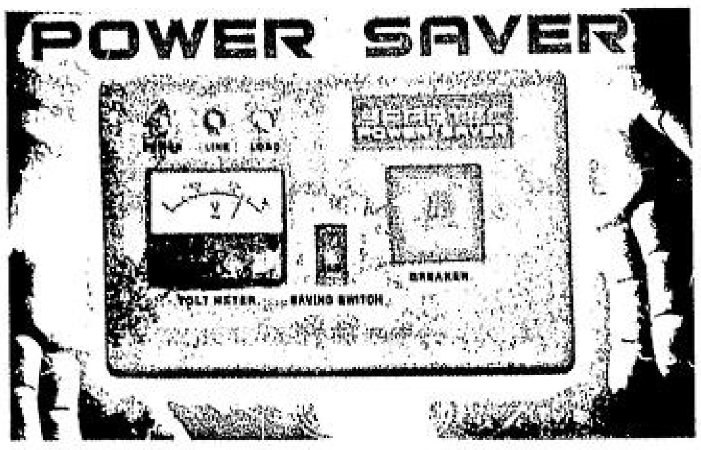
The power saver is an electronic device installed near the electric meter. It regulates the flow of erratic current and voltage before it reaches the appliances.

The patented device was invented by a Filipino who used to work with Nasa.

"Four to five months ago, after we took a look at the design, we came up with some suggestions on how to improve the product, so that we could market it," Zain says.

He says that the Spartec Power Saver is different from other energy saving devices.

"Our device caters to big power users. Many of our competitors only use the plug-in type for offices and households," he says.



THE FILIPINO-MALAYSIAN venture claims its Spartec Power Saver will help reduce electricity bills by making energy use more efficient.

Spartec, however, also sells products specific for households.

Zain adds that Spartec lends its products to big energy users for a free two-month trial run to prove that it delivers on its promises.

Its prospective clients include medical centers, commercial building owners, hotels and manufacturing firms.

Spartec also provides a one-year comprehensive warranty on all Spartec Power Saver units.

"If they (customers) don't achieve a minimum savings of 12 percent of their (electrical) bill after two months, they can refund their money," he says.

The savings is based on the decrease in electricity consumption. It excludes other additional charges imposed by the electrical distribution company.

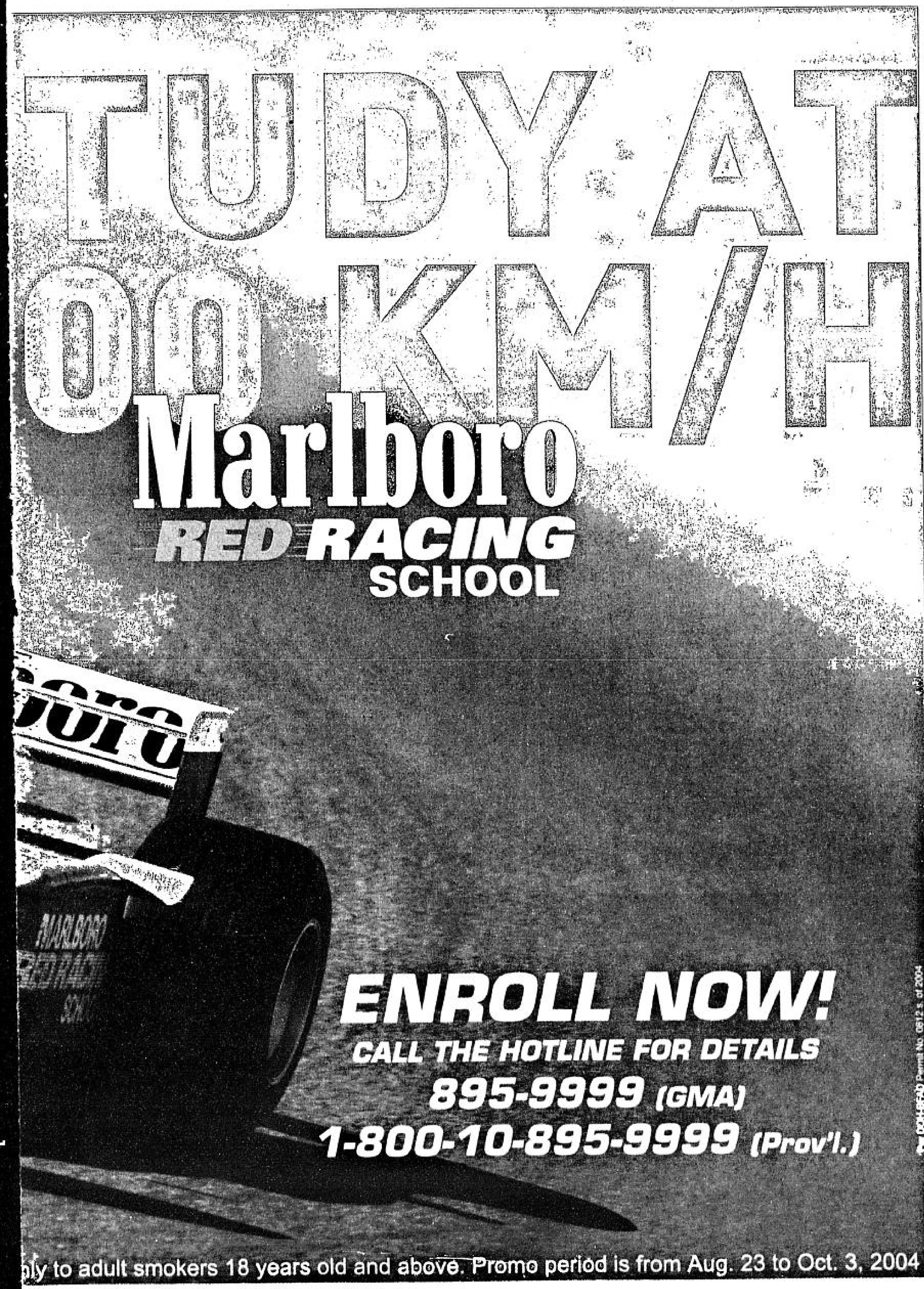
Zain says Spartec does not sell to just anybody.

"We do not really sell on per unit basis, just like taking off (a unit) from the shelf and sell it to you. We have to visit, we have to inspect, study evaluate and recommend ... If the client agrees, then we install. These are the stages (that we follow) before we arrive at the right size of the power saver that they will need," he says.

Zain says that the Spartec Power Saver is safe and does not violate Energy Regulatory Commission (ERC) rules on meter tampering.

Cost of having one is about P20,000 and up.

Companies that have installed Spartec units include Century Steam Laundry, Lapanday Group of Companies, J&P Oil Mills Co., Bancnet Inc., Sarmiento Farm, Boon Prints, Vitarich Inc. and Urban Skills and Allied Service Corp. (For product inquiries, call 759-6316.)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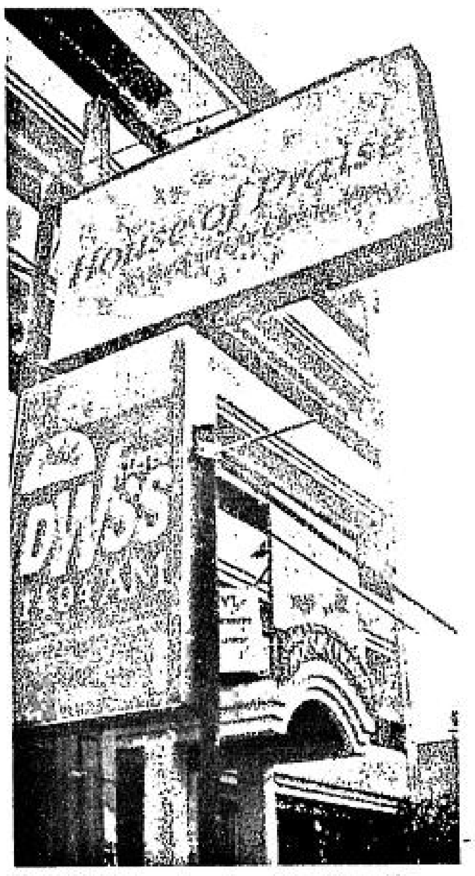

THE MUSIC produced and distributed by House of Praise comes as a welcome break for the weary ears.

Retailers set . . .

From page B3-4

He described House of Praise's ideal franchisee as a business-minded Christian with a strong passion for music.

House of Praise was optimistic that it would find this kind of business partners in countries outside the Philippines. It will also provide an avenue to increase the following of Original Pilipino Music.

Time Depot

Another concept whose time has come to venture abroad is Time Depot, retailer of premium watches ranging from sporty wonder gadgets to fashionable signature brands.

Time Depot recently unveiled plans to expand its domestic network through franchising, and going to the US and other cities in Asia is part of the expansion plan, according to owner Richmond Lim.

Time Depot currently operates 15 outlets, which is a big jump from just two in 2001, when Lim thought that there was a market for a store that will specialize in affordable and luxury timepieces.

It was born out of Lim's love for timepieces and discovery that Philippine shops usually carried only about 100 brands of watches, while countries in Singapore, Malaysia and Thailand carried as many as 200 brands.

Time Depot wants to be the equivalent in the Philippines, and its mother firm, Belrewmond Trading Inc., signed up exclusive distributorships with Alfex, Casio, G-Shock, Baby G, Naf Naf, Nautica, Marc Ecko, Club Med, Suunto and Calvin Klein watches.

While other stores selling timepieces did so using the traditional counters with the watches hidden under glass covers, Time Depot stores have watches in full view so that the potential buyers could inspect them closely before making a purchase.

Time Depot's modern store layout that allows easy browsing, springs from the realization that customers have become more sophisticated and are looking for an engaging retail experience that encourages them to leisurely check out the merchandise.

Lim also boasts of a range of sports watches that are a big hit with an increasingly health conscious Filipino population.

"More and more Filipinos are going into extreme sports so they need watches that can do a lot of things," he says.

The total franchise package for Time Depot runs from P2 million to P3 million, inclusive of the franchise fee, construction cost and initial merchandise inventory.

Lim said that Time Depot ventured into franchising to expand its network quickly and get more entrepreneurs to discover the joys and challenges of watch retailing.

BUSINESS *Friday*

THE WATCH shop was born out of Richmond Lim's love for timepieces and discovery that Philippine shops usually carried only about 100 brands of watches, while countries in Singapore, Malaysia and Thailand carry as many as 200 brands.

Retailers set sights on conquering overseas market

By Tina Arceo-Dumlao

THE PHILIPPINES is no longer big enough for a number of the country's most successful retail firms.

After more than holding their own against foreign and local competitors in the highly competitive retail market in the Philippines, these firms have now set their sights on conquering the burgeoning markets in Asia, the United States, and indeed, the rest of the world.

Business Friday features here two of these dynamic retail concepts that are bent on bringing their Philippine-style businesses to other countries through franchising.

House of Praise

With the grating sound of MTV-style music blaring from the local radio stations, the music produced and distributed by House of Praise comes as a welcome break for the weary ears.

Soon, House of Praise's brand of soothing and inspirational music will invade other countries in Asia.

House of Praise is currently finalizing possible joint ventures with Christian bookstores in 14 countries, including Singapore, Japan, Taiwan, Malaysia, Italy, Germany and the United States.

House of Praise is the retail division of Praise Inc., the country's leading distributor of international and locally produced Christian products.

It was founded in 1980 to provide a different kind of music to those who looking for inspiration, and a way for the owners to fulfill part of their mission to spread God's word.

House of Praise started franchising three years ago and 19 have signed up, bringing the network up to 72 outlets.

Managing director Jeff Oreta says the brisk sales of Praise music indicate a growing demand among Filipinos to turn to spiritually inspiring songs to better cope with their problems.

Aside from songs that most people normally hear in churches, House of Praise diversified its products to include contemporary Christian music and educational children's books and videos.

Its artists include Don Moen and Twila Paris. Other products include instrumental, classical, New Age and therapeutic music. It also has a Vocal Workout series, jazz, rhythm and blues, Original Pilipino Music and development soundtracks.

Oreta added that franchisees are in the business not just for the profit, but to also do their part in spreading God's word.

"With the House of Praise, you become a part of a business with a vision that is very close to your own—to use music as an inspiration and a blessing for people who will hear it," he says.

RETAILERS/ B3-3

Childbirth class gives rise to friends thriving on tiles

By Margie Quimpo-Espino

OTHER than having the same profession and a desire to deliver babies the natural way, Mila Garcia and Ramonita Ybañez have nothing in common.

One look at the two and their difference is stark—Ramonita speaks in a quiet voice, Mila is bubbly and does a lot of hand gestures. Even their manner of dressing is totally different with Ramonita preferring tailored clothes while Mila likes fitter tops and high heels. Ramonita is a nurse from Cebu who married an entrepreneur. Mila is a nurse from the Ilocos whose husband manages a brokerage firm. The two of them have successfully ran a business together for 10 years now.

The friends own Centro Ceramica, importer of tiles and other flooring and roofing materials from Italy and Spain. They met during their Lamaze (childbirth preparation) class. After giving birth, they remained friends.

Entrepreneurial spirit

The entrepreneurial spirit of her husband rubbed off on Ramonita and she was looking for a business to get into. She encouraged Mila to join her.

First they wanted to go into the garments business so they went to the Board of Investments to look into the requirements. They were being asked to set up a company with a substantial capital; and given a list of voluminous requirements.

"We just looked at each other because we didn't have money," Ramonita recalls.

They told their husbands they will just become "viajeras"—women who would go to Hong Kong or Korea or Bangkok, buy volumes of clothes and sell them in Manila.

"That's technical smuggling," was the comment of Ramonita's husband who promptly told his wife to just stay put and he'll just pay her.

Beautiful tiles

Mila gave up on entrepreneurship and worked elsewhere. Undaunted Ramonita decided to go into furniture. She was importing and selling to a clientele in Manila. During one of her trips abroad she came upon tiles in Italy that she found so beautiful. She immediately ordered seven containers.

MILA Garcia amid some of the over 3,000 different flooring and roofing materials Centro carries. RUDY ESPERAS

When the shipment came, she panicked. "I had no company, no warehouse, I was panicking."

But her husband calmed her and told her she can pull it off. He advised that she should start by setting up shop and selling to friends and relatives. Ramonita went back to Mila and asked her help. But the latter refused saying going into business together might destroy their friendship. Ramonita kept trying but to no avail. Mila stood her ground.

Ramonita went back to her husband and told her she needed Mila but she simply refused. Her husband met with Mila and after a few hours of discussion, she agreed to join her friend.

"When her husband talked to me he presented me with figures and shareholdings. He talked to me as a business partner," Mila laughs.

Small beginnings

They opened a small shop on the third floor of a building along Edsa. Mila was in charge of marketing. During their first few weeks, she would visit clients carrying tiles but wearing high heels and dressed to the hilt.

Two women selling flooring and roofing tiles 10 years ago was not common. Even today, most of their competitors are men.

But women's eyes for details proved to be an advantage. Their being housewives enabled them to serve their clients better as they knew the kinds of materials that would work well for a particular place.

Ten years ago they were the only importers of Class A tiles. As expected their clients include the who's who of the country and their tiles adorn the floors of houses in Forbes and Dasmariñas.

They provided the tiles for most of the houses in Punta Fuego, the rich's weekend place where vacation houses cost P20 million and up.

One thing with Centro, says Ramonita, is that they care about how their tiles are placed. There have been times when they saw wrongly placed flooring, they would ask that the work be redone. Sometimes at their expense.

She says she would rather pay than see her tiles placed in a wrong way

What worries the two friends now is that there has been a proliferation of importers of Class B tiles which are passed on as Class A. They explain that some of these are the rejects of the tiles they carry which the Italian makers sell at a discount. Many consumers cannot tell the difference so they buy thinking they are getting the top stock at a lower price.

The two admit their tiles are more expensive—by about 20 to 30 percent. However they point the importance of investing in good flooring.

"Walls you can easily paint to change the look. But you cannot just change your floor," points out Ramonita. She says many establishments, in particular, try to save by using tile made in China but in the end they regret this because the tiles easily chip.

They suggest that for places in particular with heavy traffic, the builders should invest in good tiles.

There are no more local makers of tiles in the industry. Tile making is now dominated by China and a few come from Thailand. The Chinese government gives tremendous support to its tile makers that they can sell it at less than production cost if it were to be made in the Philippines. The Philippines now sources most of its tiles from China and Thailand.

Centro Ceramica turns 10 years this month. From a small third floor office, they now have a building called Centro Ceramica along East Greenhills. Their warehouse maintains an inventory of up to 3,000 different kinds flooring or roofing material at a time.

The friendship has remained strong despite the shouting matches and the arguments. Mila does not have to walk around carrying tiles to show clients but many still ask for either her or Ramonita for advice.

From a kiosk with coconut leaves to a restaurant chain

By Madonna T. Virola
PDI Southern Luzon Bureau

TAGAYTAY CITY—In 1988, Yolanda Marasigan would be asking for coconut leaves to put as roof to a kiosk she solicit from a softdrink company for her barbecue venture.

When rains and wind destroyed the store, she would request for another one from the company.

With her savings, she started a small restaurant. From a P1,000-capital and one assistant, the Viewsite Restaurant Seafood Inihaw grew into an enterprise with P5 million in assets and 146 employees.

"Like me, all of them are undergraduates," reveals Marasigan, current president of the Hotel and Restaurant Association here.

About 500 people flock to this cool city on weekends and the figure doubles during holidays.

"We set up tents on the yard to accommodate more customers," Marasigan says.

She cites Nova Villa, Roderick Paulate and Anjo Yllana as among the celebrities who dine at the Viewsite.

Managing from the heart

As a former office employee, Marasigan rose from the ranks. Back by a six-month technical course on typing, she worked at Taal Vista Lodge. In her 15 years at the lodge, she had been a desk clerk, cashier, supervisor, front desk manager and officer-in-charge.

She says she learned a lot from the lodge's owner, Rodolfo Cuenca, who treated his employees like family members.

This she applies to her own business. While being a hands-on manager, Marasigan coaches her staff in all corners of the restaurant.

"How you treat your visitors at home is how I like you to treat our customers," she tells them.

Just as she was given opportunities by Cuenca to develop herself as a worker and a person, Marasigan provides a monthly development seminar for her employees.

During summer, the whole staff goes out for an overnight affair of bonding and relaxation.

Marasigan operates on concern and trust. "*Walang* auditing. *Gusto ko* commitment at *malasakit nila*."

Instead of helping others through doleouts, she hired the oldest (more than 60 years old) as a wiper who earns P220 per day for six days a week.

Another one, more than 50 years old, fixes the displays in the restaurant.

"They remain productive and helpful," she happily observes.

All employees are permanent and are entitled to a 10-percent service charge. A cook is paid P400 per day, excluding overtime.

Marasigan has become a godparent to most of her married employees.

PHOTO BY MADONNA VIROLA/PDI SOUTHERN LUZON BUREAU

YOLANDA Marasigan, owner of Viewsite in Tagaytay, makes sure that the food they serve is fresh.

Business expansion

There are three branches of the restaurant: the 800 sq. m. in Mendez Crossing that carries a simpler menu. She rents the place for P12,000 monthly.

According to the old Viewsite officer-in-charge, Maricris Alcala, who has been five years in service, they started with 16 tables.

The other is the 6,400 sq.m. in Maharlika West, which opened last year on a monthly lease of P200,000. The third one is a canteen at the St. Augustine School in Mendez that caters to some 600 to 700 students.

"I was invited to open a canteen by the principal and assigned priest there," says Marasigan.

Fresh foods

"Our difference from the other restaurants is the freshness of our foods," claims Marasigan.

She does not scrimp on the ingredients. One of the favorite menus is sinigang. "Fresh ang *pang-asim namin—kamyas, bayabas, sampalok at miso*."

Marasigan does not add vetsin unless requested by the customer. At the Viewsite, a customer chooses the fresh product for cooking.

"*Lutong bahay dito*," Marasigan emphasizes.

Their sea products come from Nasugbu and Calatagan in Batangas.

Maliputo (from the family of talakitok) and tawilis come from Taal Lake.

From experience, her cooks have come up with their specialties. Kare-kare is another favorite. They also cater to vegetarians.

"You just tell us what you like and we'll serve you."

Mangoes come from her 1.4-hectare farm at the boundary of Talisay, Batangas and Tagaytay.

Family restaurant

Marasigan makes sure that customers feel at home. She uses mellow music. She allows the customers to make specifications in their orders.

"Our regular serving is good for 3 to 5 people. *Pwedeng kalahati ang* order, *pwedeng magpaluto at pwedeng magluto*. Customers would always thank me afterwards," says Marasigan.

With her food business and having finished only high school, Marasigan takes delight at the educational attainment of her four children: the first is reviewing for the bar exams, the second one finished philosophy and culinary arts, the third is in hotel and restaurant management and the youngest is in high school.

Marasigan used to drive an owner-type jeep. Today, she has several cars.

"I don't feel all of these to be mine until I retire on the bed in the evening."

Her husband Doroteo Jr. helps in the business, which is open from 6 a.m. until 11 p.m.

With graces overflowing, Marasigan wants to sponsor some children to school next year.

Even with her P3 million debt, Marasigan finds it a positive pressure for her to persevere in the business.

FRIDAY, AUGUST 27, 2004

PHILIPPINE DAILY INQUIRER

C1

LIFESTYLE

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Editor **Chelo Banal-Formoso**

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FALLING for Fall 2004 fashion /C2

So what's life after South Beach Diet?

LIFE-STYLED

Thelma Sioson San Juan

WE didn't mean to be the "poster matron" for South Beach Diet, but since we've been getting questions about it, we might as well, shall we put it, step up to the weighing scale and address some readers' concerns.

We must stress again that you don't let diet mess up your health. Don't fall for fad diets, in other words. If you must do South Beach just because you hear about people for whom it has worked, the least you can do is read up on it to see if it suits your health (not only weight) concerns. If the book is out of stock, borrow.

Second, no deprivation, please. Never ever starve your body of nutrients.

The Phase 1 of South Beach, which does away with bad carbs and bad sweets and saturated fats, runs for only two weeks, during which your weight loss will be palpable. You don't stay in Phase 1 beyond two weeks; that's risking your health.

You move on to Phase 2. You phase into your meals the healthy carbs, such as fruit, whole grain bread, brown rice, wholemeal pasta. If in Phase 1 you lost weight, Phase 2 should bring you to your ideal weight. By my taste buds, Phase 2 is still pretty austere.

Phase 3 is the relatively regular diet, which is how you should eat the rest of your life—balanced meals, in moderation, with occasional indulgence. Phase 3 includes the carbs you can eat without gaining weight. It's that phase that has the Chocolate Sponge Cake, and the like. Unlike Phase 1, it doesn't have two daytime snacks anymore because the main meals are filling and sufficient. It should also be the one that's sustainable. Well, we'll see about that.

One business meeting I was pleasantly surprised to see a colleague showing no belly in his tucked in shirt and looking trimmer. Like many of us he has pressure-cooker work days, late nights and he still smokes, but he knew that being overweight would exacerbate matters. So he went on South Beach, lost 15 pounds, and is now on Phase 3; he merely avoids the bad foods.

It remains to be seen whether or not people like him can sustain the gains from South Beach Diet, or from any eating regimen. What I've seen, however, is that rigidity hardly succeeds. On the contrary, deprivation or rigidity leads you to binges. Any regimen—whether it's eating or fitness—must be suited to today's lifestyle realities, for it to be sustainable. I did South Beach only because I felt I could be borderline-unhealthy because of overweight (not excessively, but overweight nonetheless) and because I wanted to keep my blood chemistry healthy; I know many people who've become diabetic because of the lifestyle we lead.

People like me needed South Beach only to kick-start a weight loss, but once a few pounds are shed, I just go for stability and my regular tennis/gym regimen, which should be good enough—because that is what's real for me.

So if you must diet, determine first what's real for you. What are your lifestyle realities—which you can modify a little and live with because you want to live longer and because you enjoy this darn world too much to leave it prematurely. Diet not only because you want to be thin but because you need to stay healthy.

This brings me to an interesting book I found at home—"Good Girls Don't Eat Dessert," written by two leading American psychologists, Rosalyn M. Meadow and Lillie Weiss.

Based on the many cases of women they've handled the past two decades—many of them women who have low self-esteem because they're fat—the two psychologists decry the era's "tyranny of thinness." They call the '90s as the "decade of eating disorders" (the book was published in 1992) because many women were pushed into anorexia and bulimia because of their "fear of fat."

They wrote: "Women torment themselves with thoughts of forbidden foods and do not allow themselves to act on their natural desire to eat. They count every calorie that passes their lips, and they live in constant state of deprivation and hunger. They fear going out of control by becoming fat and ruining their chances for love and career, because being thin in our society is equated with being successful, competent and lovable. Food has become a source of incredible anxiety for millions of women, simultaneously being an object of dread and of intense desire."

The authors posit that if the '60s and '70s had sex as women's main dilemma—whether "to do it or not," whether "to go all the way"—today, women are wrestling with whether "to eat it or not."

These psychologists said women must be aware of and break free from this mindset. There must be a "new consciousness," they said, where "fat is just a size," take the stigma out of it.

"The book is aptly subtitled: "Changing Your Relationship to Food and Sex."

For bedtime reading, I flit between it, South Beach Diet book, and John Irving's fiction.

So what is life after South Beach Diet? Just get a life. The rest pretty much takes care of itself.

> In this 'tyranny of thinness,' food has become a source of incredible anxiety for millions of women, simultaneously an object of dread and of intense desire

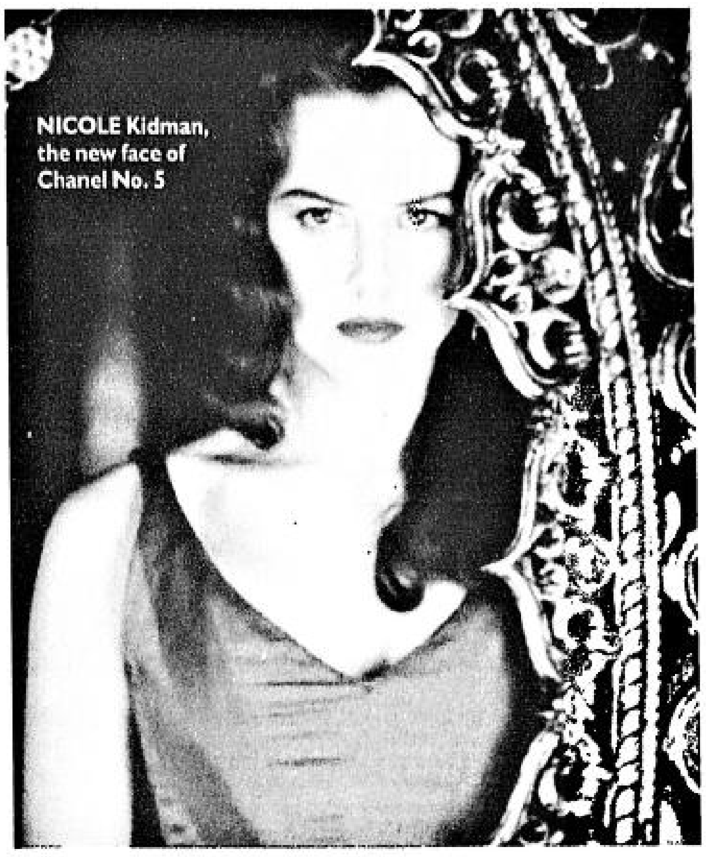
Kidman for Chanel

The fashion world awaits the showing of Chanel's newest ad—**Nicole Kidman** for Chanel No. 5. The two-minute spot will debut in US theaters on Oct. 29 and on TV in November. It was directed by **Baz Luhrmann** ("Moulin Rouge"), shot for five days in Sydney.

Using Kidman as icon, clad in **Karl Lagerfeld's** couture, Chanel wants to drive home further why its No. 5 is the world's best-selling scent. In the ad, the Sydney Symphony Orchestra plays a version of Debussy's "Clair de Lune."

Kidman follows a string of Hollywood icons pitching for Chanel—**Catherine Deneuve, Ali McGraw** and **Candice Bergen.**

E-mail the author at tsanjuan@skyinet.net



NICOLE Kidman, the new face of Chanel No. 5

SMART Buddy Pre-paid

downloads zed newlist

Jessica Simpson in this skin

Jessica Simpson Songs	Tones
Sweetest Sin	TONE SWEETSIN
Sweetest Sin	POLY SWEETEST
Take My Breath Away	TONE TAKEBREATH
Take My Breath Away	POLY TAKEBREATH
I Wanna Love You Forever	TONE LUVU4EVER

New mono tones

What Am I Too You	Norah Jones	TONE WATAMI
Somewhere Only We Know	Keane	TONE SOMWER
Ang Tanging Ina	Ai Ai delas Alas	TONE TANGINGINA
Living Without You	Luke Mejares	TONE LIVNGWOUT
Your Song	Elton John	TONE YOURSONG

New poly tones

Outrageous	Britney Spears	POLY OUTRAGEOUS
Kanlungan	Noel Cabangon	POLY KANLUNGAN
Now That I Have You	The Company	POLY NOWDATIHAVU
Duality	Slipknot	POLY DUALITY
Pauwi Na	Noel Cabangon	POLY PAUWINA
Anak Ni Luningning	Denmark	POLY ANAKNI
Tinamaan Mo	Noel Cabangon	POLY TINAMAAN
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SMART Simply Amazing!

Dressing the Pinay shape

THE AUGUST issue of Preview magazine shows women the fine art of dressing the Pinay shape—from camouflaging big hips to minimizing *puson*.

Preview's Shopping for Your Shape special shows readers how fashionable women deal with figure flaws. Here are some tips:

Full-figured

- Don't buy clothes for when you lose weight. Buy what fits now.
- Choose clothes cut close to the figure.
- Show off your body by playing up your best features.

Pear-shaped

- Use tops with lots of details, as well as V-necklines to make your breasts look fuller and more proportioned to hips and thighs.
- Keep slacks simple and dark. Stretchy, boot-cut jeans make you look longer. Flared hems of A-line skirts balance out hip width.
- Wear padded bras. Thigh-slimming panties minimize thighs and shapes your rear.

Petite

- Wear stilettos. Nude-colored heels visually elongate the body.
- Mini-skirts and shorts give a long-legged look.
- Avoid bulky accessories. Go for medium-sized totes, small clutches and dainty footwear.

Thin

- Create curves. Layered skirts and gathered material add bulk.
- Choose jeans, skirts and pants that hang at the hips.
- Wear plunging tops and strappy tanks!

Preview's August issue is available at newsstands at P100 a copy.

More Fall 2

Part 2

Patrice Ramos-Diaz

Designer

The jacket—short and snug, in cotton, tweed, brocade, velvet or boucle reminiscent of Jackie O's state visit to Paris. Paired with knee-length skirts or dressed down with a T-shirt and jeans. Jazz it up with playful details like brooches, charms, a corsage, or ribbons and other trims. The look is ladylike and perfectly pulled together.

Jewel colors—especially amethyst in all shades and tones. Ruby red, magenta and emerald are just as precious. A new way to wear it is for day. Mix some emerald or sapphire-colored tops with your everyday jeans or gray suits. It's also refreshing to combine these colors with shades of browns.

Spa chic—Spa dressing is mainly a cool, laid-back, relaxed manner of dressing. Colors consist of neutral beiges and browns in tone-on-tone combinations. Flip-flops and roomy bags, towel fabric are important elements.

Sexy pumps—check out the peep-toe colored patent pumps by Pierre Hardy

Hollywood glam for evening—sexy liquid silk satin pieces, soft chiffon, sequined details or metallic elements, dresses with soft, hourglass silhouettes worn with a relaxed, blasé attitude.

Pants—from culottes to long and slouchy, to slim capris.

Paisley print—in chiffon or silk satin baby doll sexy tops and dresses.

Embellishment—opulent embroidery, velvet ribbons or a sprinkle of sequins or strands of pearls.

Tweed—jackets, dresses, skirts, even bags in tweed are so hot.

Mix and mismatched—disheveled chic and layered aesthetic, intentional mismatching in color or print, throwing in a scarf or a cardigan or adding colored stockings... it is a fun and fresh approach to fashion.

Rorie O. Carlos

Associate fashion editor, Preview Magazine

Key look for fall: feminine and frills

Tweed jacket—wear with tank, distressed jeans, and loads of pearls for a relaxed yet elegant ensemble

Brooch—preferably vintage-y

Embellished cardigan—instantly dresses up any outfit

Victorian—mix lace and velvet for a timelessly chic look

Round-toe/frilly shoes—pair with soft, frou-frou skirts and sequined tops

Wendy Puyat-Hotung

Graphic designer/designer for Lily

We'll be seeing three major trends: a continuation of the shredded tweeds (or a lighter version adapted to the weather here), ladylike ensembles such as blouses with bows or tops and bottoms with velvet or satin trim, and of course, holiday pieces with drama.

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Dress

Naturalizer

Shoppers' No. 1 footwear choice

THE NATURALIZER was named the No. 1 women's footwear brand in Metro Manila during the 2003 National Shoppers' Choice Awards.

A project of the Asia-Pacific Shoppers' Choice Magazine, Essence Privilege Card, Hernz KPMR Marketing Inc., and the Asia-Philippine Association of Marketing Professionals, the selection was made by shoppers themselves.

The National Shoppers' Choice Annual Awards aims to make people aware of the companies that meet consumers' demands and to encourage establishments to constantly aim for excellence.

Robinsons Department Store

MEN'S SALE

Aug. 16 to Sept. 15

For every P300 purchase, you can join the raffle and get a chance to win...

1 of the 3 sets of Panasonic 21" (53.54 cm.) TV with Sony Playstation 2

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Fashion everyday

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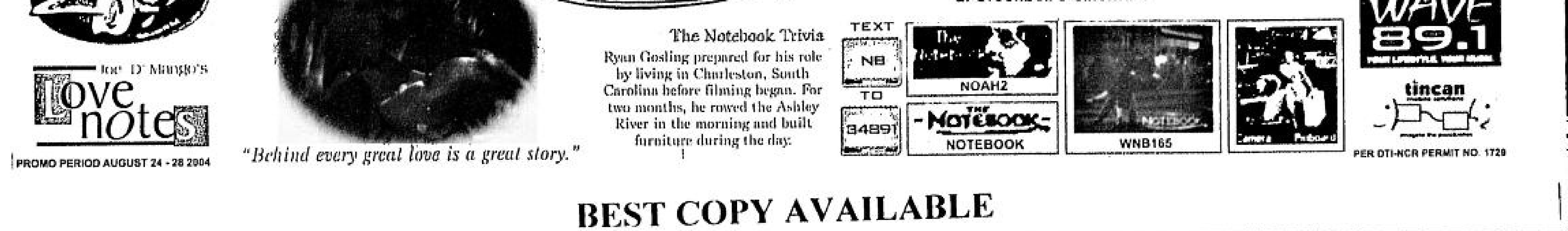
2BU

Joe D' Mango's Love notes

PROMO PERIOD AUGUST 24 - 28 2004

"Behind every great love is a great story."

THE NOTEBOOK

The Notebook Trivia
Ryan Gosling prepared for his role by living in Charleston, South Carolina before filming began. For two months, he rowed the Ashley River in the morning and built furniture during the day.

Download The Notebook or 2BU logo and get a chance to win exclusive mounted poster and tickets to the special advance screening on August 31, 2004 at Greenbelt 3 Cinema 2

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004 fashion trends

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ous and frilly

v, the holiday collection will ne very lightweight tweed-like vith big chiffon corsages in- y the shrunken tweeds of We'll have ladylike blouses ninine details and velvet or n. Last but not least, some full tops and bottoms in very femi- es that will flatter any holiday

se trends can be worn with a great-fitting jeans, ladylike dramatic earrings, tastefully shorts and a dressy purse for a gether holiday look.

Ortiz

s are either cropped and fitted vool, stretch twill and rayons, ackets in denim, rayon or cot- ds, biker jackets in denim, ny- yon, tuxedo jackets and suits ard, brocade and light wool. e styles can be worn with ans or slim skirts.

are wide-legged, slightly and mannish in cut in soft wool.

re sequined or beaded, pleat- rdian with high necklines and nspired. Chiffon, jersey, otton and lace are the fabric of r this fall.

are slim and fitted in light wool, brocade or den-

this coming season consist of which is the strongest, most nt color, followed by deep own, camel, mustard, gold, olive green and emerald

are houndstooth, herring- ipes, graphic designs, animal d snakeskin.

s are crepe de chine, silk satin, ace/tulle, stretch jersey, light nim, stretch cotton and bro- cquard.

s are brightly colored in satin, chiffon and jersey with draping, ruching, pleat details and embellishments such as beads and pailletes.

Izza Gonzales-Agana
Stylist

Create a strong but feminine look by wearing potentially mannish, sleek tailored suits with traditional, prim blouses that are Victorian-inspired, beribboned or ruffle trimmed.

For a ladylike look, a pleated skirt can be paired with a lace camisole under a shaped tweed jacket. Wear high heels to complete the look.

Stand tall with extra-high heels. It's time for some Hollywood glitter and glamour à la Oscar's night. Shimmering, metallic or liquid satin ankle-length gowns, brocade pants, sequined blouses and silk lamé are all the rage this coming season.

Pair wide-leg, high-waist or capri pants é la Audrey Hepburn with a sheer black top, animal or paisley prints and jewel colored tops.

Accessorize with vintage flower pins from mom's drawer or retro sashes and clutch bags from grandma. Fall is all about embellishment.

Raya Mananquil
Model

Be a gold digger! The metallic trend is sure to sparkle for the holiday season. Bejewel yourself in a classic satin blouse, quaint gold ballerina flats, or jet in your sleek silver cuff—this look can go vintage or futuristic. To be worn or just to adorn, be careful not to overload.

Your favorite pair of flared jeans may have the most flattering fit, but skinny, tapered jeans are back from the '80s (shoulder pads not included). Wear them high-waisted if you've been hitting the gym, as this silhouette is a little, tricky to pull off if you loathe your hips and thighs. Wear them low if you're not yet ready to take a complete blast from the past.

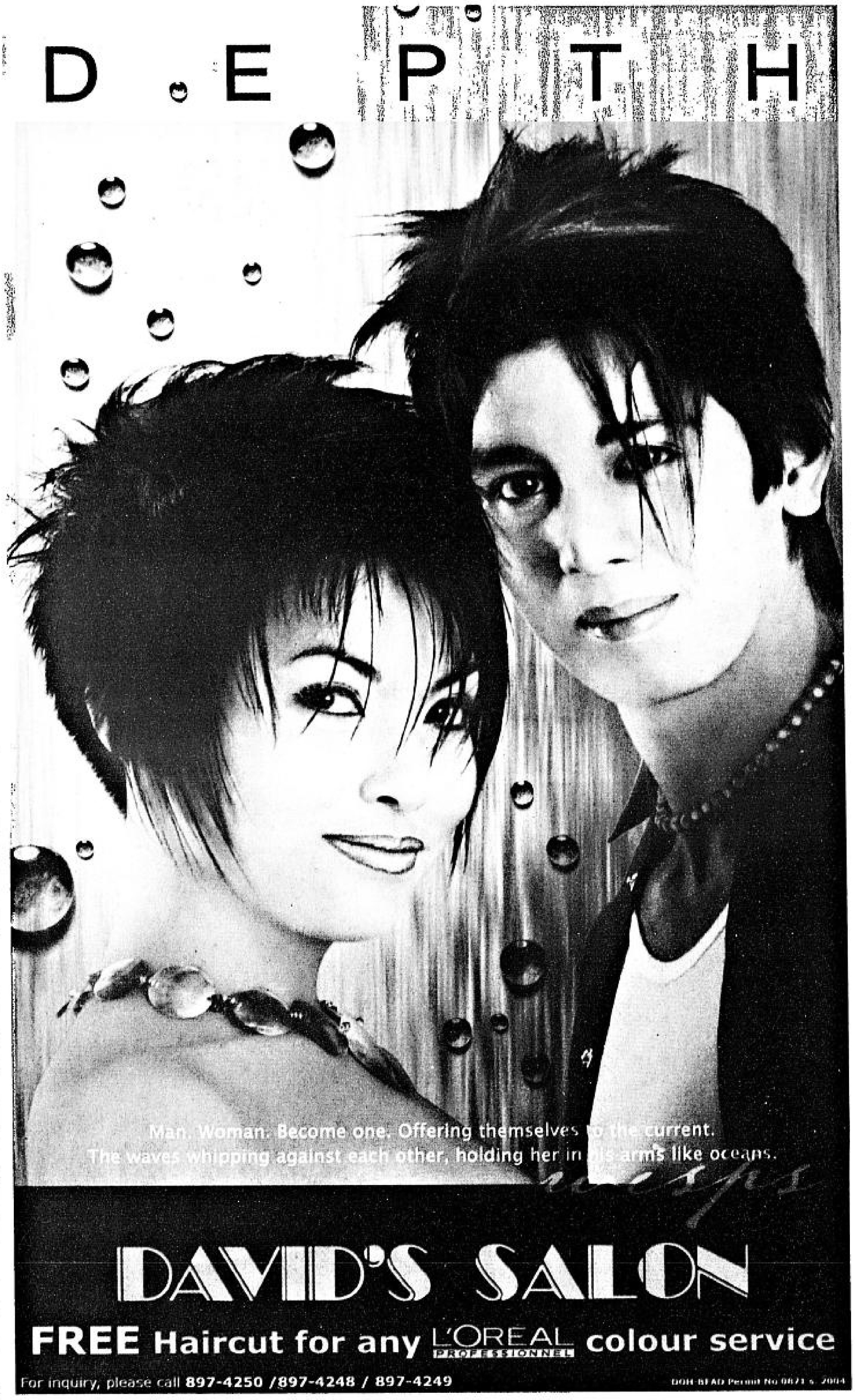
On a budget? Take a pair of any flared jeans and simply have them altered on the lower leg to achieve a narrowing pant leg.

I'm loving those little charms and trinkets but it's a cliché to see them on your wrist. Try latching them on your handbag or your belt hoops—and more is more here. You can try layering and fastening together different charm bracelets and wear them as a necklace.

Get creative and personalize your own shirt by either embellishing it with little knickknacks from craft stores or, like my boyfriend, use the screen-print method.

If you're too darn lazy, check out thestorewithnoname located at Robinsons Galleria. They can customize or copy T-shirts like that vintage Mickey Mouse shirt Carrie wore on the last season on "Sex and the City." Or just go crazy with your own design.

E-mail the author at apsadvice@hotmail.com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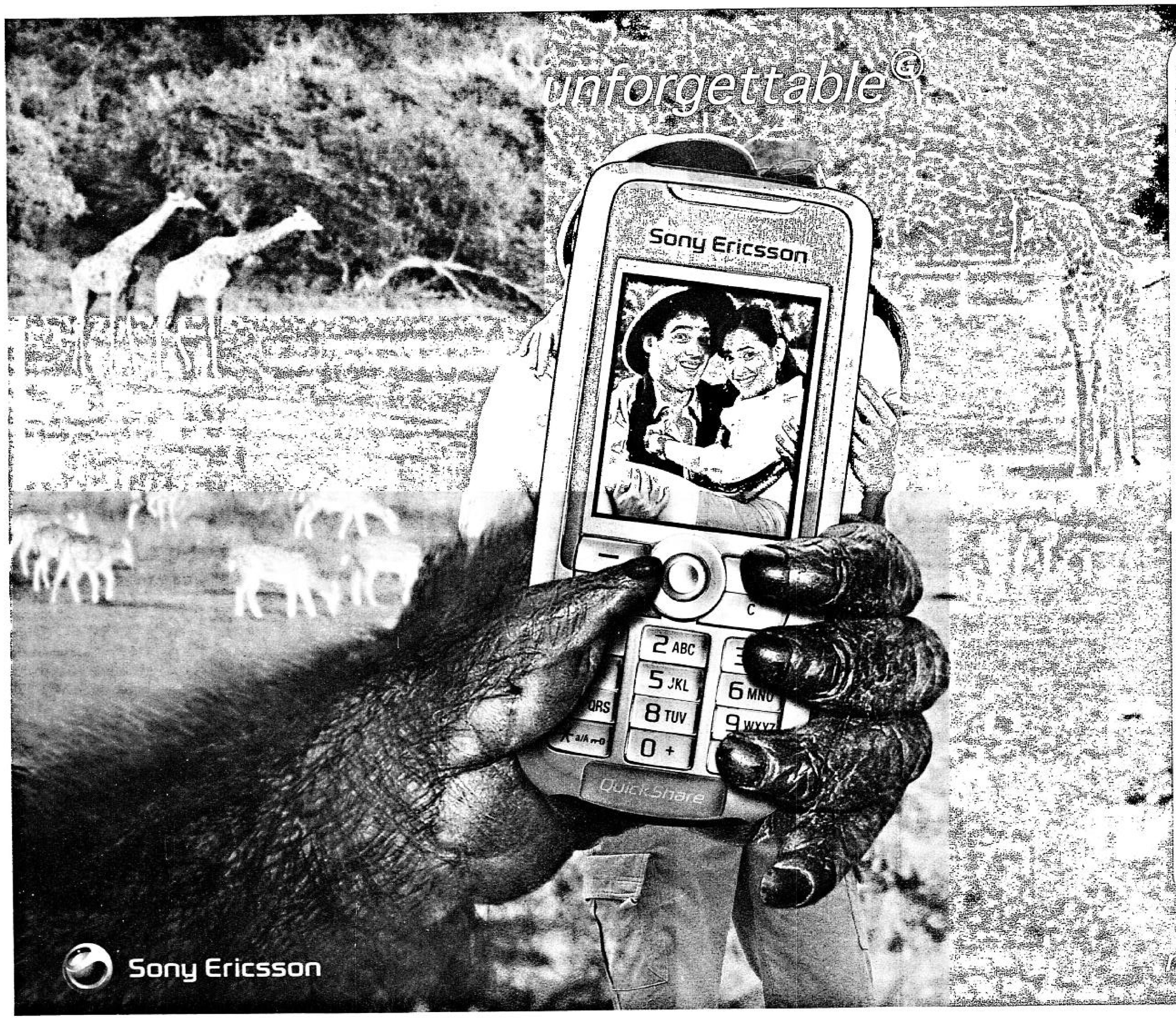

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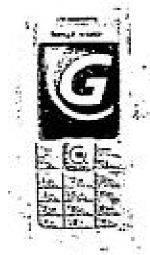

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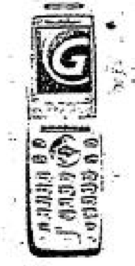

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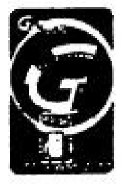

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G Flex 3,500	P 3,500	400	P 4.00	P 4.50
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Homemakers' hub rises in Novaliches

HANDYMAN recently marked its 10th anniversary by launching its first "warehouse-type builders' center" called "Handyman Do It Center."

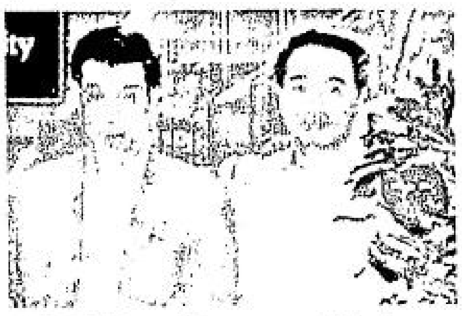
Handyman Do It Center sits on a sprawling 3,100-sq-m area in Robinsons Place, Novaliches. It offers a wide range of finishing, repair, maintenance, lifestyle and decorative products, as well as various specialized services.

The Paint Mixing Center, for instance, affords customers over 2,000 color swatches from which to choose the specific shades that they want. Employing the latest in technology, the fully automated Paint Mixing Center can easily mix the exact colors according to specifications.

There are also new features and product offerings like tiles and other flooring types and supplies, indoor and outdoor decorative glass blocks, louvered windows, ready-made doors and basic builders' supplies including G.I. sheets, windows/door fiber screens, plywood, lumber, wrought iron and polycarbonate sheets.

Handyman Do It Center will open additional branches this year in Robinsons Place Pioneer-Mandaluyong, Robinsons Starmills-Pampanga and Robinsons Limketkai Center in Cagayan de Oro.

MAN AT WORK. A sample of what customers can expect at the Wood Shop



SIMPSON Ong of Dexterton and Handyman president Willy Co at the ribbon-cutting

HANDYMAN general manager Jody Gadia, Hocheng Philippines Corp.'s Steve Chien and Tai Sun Tee of Bestank Manufacturing Corp.

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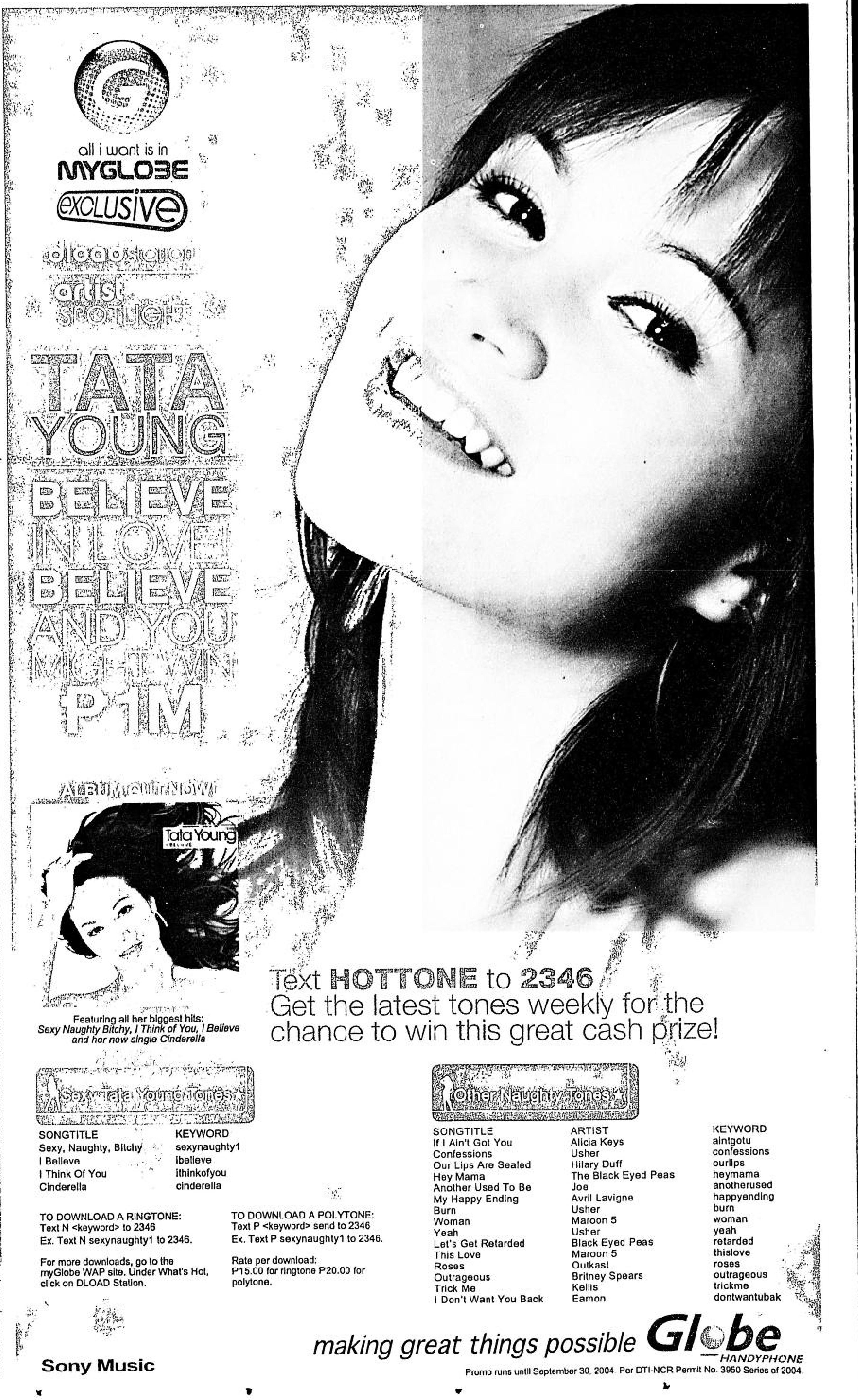

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Confessions	Usher	confessions
Our Lips Are Sealed	Hilary Duff	ourlips
Hey Mama	The Black Eyed Peas	heymama
Another Used To Be	Joe	anotherused
My Happy Ending	Avril Lavigne	happyending
Burn	Usher	burn
Woman	Maroon 5	woman
Yeah	Usher	yeah
Let's Get Retarded	Black Eyed Peas	retarded
This Love	Maroon 5	thislove
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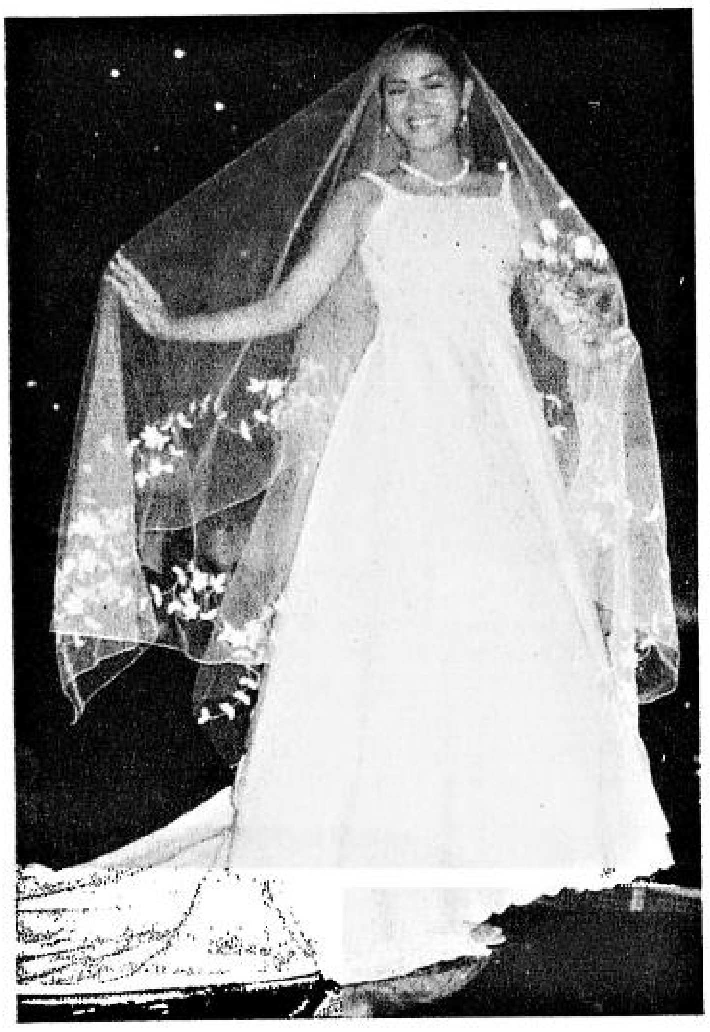


FRANCIS Chua says it all with dainty flowers on the veil.

ANGELETTE Borja-Ragus' eye-catching creation

MEL Varca's fully embroidered and beaded off-shoulder gown with matching trailing veil

A SHORT and sweet number by Bo Parcon on model Sarah Jaleco

STUNNING model Geraldine Uy wearing an Eric de los Santos gown

THE BRIDE in pink by Jaki Peñalosa

Bridal show toasts Iloilo haute couture

WITHOUT BATTING AN EYELASH

Maurice Arcache

Photos by Alex Van Hagen on Kodak Max

HEY, *palanggas*, 12 top fashion designers, all names to watch in the Metro Iloilo couture scene, were presented at the lush fountain area of the popular Robinsons Place Il oilo, where they showed off their bridal statements for the fun mall's 2004 "Wedding Rituals."

A brainchild of Robinsons Place Iloilo's ad and promo team, "Wedding Rituals" is now on its third successful year.

The colorful nine-day event opened with a fashion show that spelled romance. **Francis Ian Chua, Iris Valencia-Galvez, Angelette Borja-Ragus** and **Roy Sesbreño** opted for the classic bouffant beaded and embroidered *traje de bodas* with varying décolletage.

Eric de los Santos showed a fuchsia bustier A-line number. **Nonoy Jaranilla** did a lemon-yellow bustier silk and chiffon bouffant gown. **Claire Jarantilla's** masterpiece was a serpentina crushed chiffon bustier gown. **Jaki Peñalosa** made an off-shoulder pink beaded empire-cut frock.

Iloilo's top mannequins modeled: **Maegan Orozco, Michelle San Agustin, Clyde Clavero, Jade Chiongson, Everille Aparicio, Janice Moriente, Geraldine Uy, Kyrene Arellano, Lori Anne Sembrano, Dawn Zaldivar, Ciela Mae Brazas, Deanne Valero, Harjean San Felix, Sarah Jaleco, Kirstie Parcon, Noemi Tenezo, Joanne Marie Gonzales** and **Caress Jane Lacson.**

It was a gathering of super-talented artists and great creative persons. "No wonder, 'Wedding Rituals' is always a success because Robinsons Place Iloilo presents only the best, nothing but the best!" a fashion watcher told Panay News Style and society editor **John B. Castigador.**

Nivea challenge

Hey, girls aren't the only ones who want to have fun. Guys, too, you know. And this is exactly what the "it" skin-care brand gave them, *palanggas.*

Nivea for Men Action and Adventure Challenge held an exciting four-day happening at Camp John Hay in Baguio City.

With the tagline, "Dare to care, dare to conquer," the affair saw the participation of hotshot male personalities in paintball and eco-trail challenges.

The party got rolling when Nivea's **Rica King** presented the new Nivea's Men's Double Action Face Wash, Facial Scrub, Mild Shavings Foam or Gel, Mild After-Shave Balm, and the revitalizing Q10 Cream. Giving Rica a hand were Nivea's national distributor **Patrick Sy** and brand manager **Belle Ortega.**

Next morning, the tough Paintball Challenge took place, an action-packed competition. Winning the challenge was the team of **Cholo Medina, Benjamin Baesa, Kiel Rodriguez, Jay Aquitania, Andrew Schimmer, Jason Abalos, Jake Cuenca, Neil de Guia, Rambo Ortega, Martin Nunez, Jason Reyes** and **Lon Samala,** *palanggas.*

Apres that exhausting match, it was R&R for the swoon baits with a hilarious slumber party where the men came in all types of sleep wear. Most came, take note, in old-fashioned pajamas, would you believe?

All the invitees then chilled it to cool sounds. They had a blast with the wacky antics of performer **Ethel Booba,** while sipping on high booze, like smooth Skyy Vodka, Jack Daniels and the wicked Jaegermeister, courtesy of Premier Wines and Spirits.

P.C. was telling me, when I reprimanded him on his chain-smoking, that "it really took a lot of willpower" to quit smoking.

"So?" I said.

"Well finally, now I've given up trying to give up," he laughingly answered. Oh well, if you can't fight them, join them, *di bala?*

It was up early next morning, army style, with everyone roughing it up on the race toward Camp John Hay's The Manor amid tons of exciting obstacles, which included rappelling and a hot, spicy wasabi burger-eating contest.

And the victorious ones were—(yeah!) **Marc Nelson, Ernie Lopez, Morten Bremelhoej, Logan Goodchild** and **Dyan Castillejo.**

The grand finale was a wow bash with musical entertainment from the rocking Mocha Spin band. The champions of both activities received medals, gift certificates and fab gift packs from Nivea, what else.

Fraser turns two

When they opened two years ago, it was like a grand fiesta taking place in some southern island.

Fraser Place is the well-known service residence, the home to hotshot business expatriate executives.

Guests were glad to be invited to the anniversary. Fraser's mega general manager **Salin Heng,** looking great in her red cheongsam, was beaming as she entertained top corporate accounts, bookers and long-staying residents.

The bash featured the hot Latin sounds of the Arriba band and a yummy dinner, buffet style, superbly prepared by the Mandarin hotel. The Fraser rah-rah staff led by marketing director **Melissa Justo** were *tres* visible all night, *palanggas.*

Since Fraser is a Singapore-based management company, dahlings, the party was attended by a Singapore contingent led by the new head of the Singapore Tourism Board in Cosmo Manille, tall and dashing **Rocson Chang.** Also enjoying the party were Singapore Embassy's **Molly Tan** and **Rose Lumbao,** as well as the president of the United Overseas Bank, **Lian Khee Wang.**

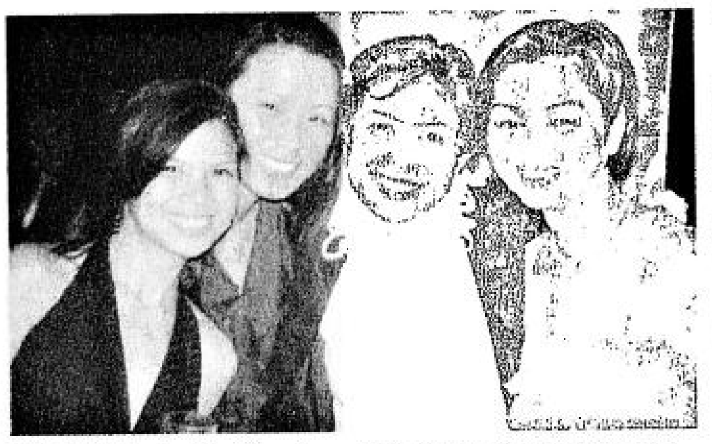
The man of the hour was definitely good-looking **Beaux Pontak** of Ernst and Young, who received the grand prize as "the longest staying guest."

Fraser's friends from the industry were there, such as **Idjea Dumpit, Riyaz Moorani, Cecile Cedo** and **Paul Robinson** from Asia-Hotels.com. It was great watching these hot executives grooving to the Latin music: the Taiwan Economic ,Cultural Office's (Teco) **James Chang, Brad Liu** and **Vincent Chen;** the Canadian Chamber of Commerce's **Sean Gorget** and **Eric Roberts;** and **Merrell Chin-Yee,** *palanggas.*

One of the cool tenants in a high-rise apartment not far from Fraser Place was telling me, "The Fraser is really more luxurious, but my apartment is quite nice—if you just overlook the rent I'm paying."

Yep, I definitely understand him, *palanggas*

SHEILA Lobien, Mr. and Ms Lian Khee Wang (he is the Singapore president of United Overseas Bank), and Fraser Place GM Salin Heng



HOTSHOT gals of the Nivea team. Belle Ortega, Roselle Cua, mega marketing director Rica King and Alice Cayaban

FINANCIAL Network System's Jacques Gruener and his wife with Asian Development Bank's Robert Schenk and Merelle Chin-Yee

YOUNG dudes ready for battle. Jay Aquitania, Jake Cuenca, Alvin Pulga, Edward Mendez and Logan Goodchild

ABBY Sanglay with good-looking hunk Beaux Pontak, who received the Longest Staying Guest award from Fraser Place

FRASER Place sales director Melissa Justo and dashing Rocson Chang of the Singapore Tourism Board

MORTEN Bremelhoej, before he left for vacation abroad, with his lady love, Absinth's Christine San Diego

TWO in the winning circle. Richard Gomez and Marc Nelson

PLAYERS from different teams. Ernie Lopez and Ipe Cruz

HEY, we want to join and fight. Edward Mendez and Kym de Guzman

ANTONIO Aquitania, Jomari Yllana and Marilen Nuñez

READY for war. Dyan Castillejo

BACK in each other's arms. Maritoni Fernandez and Hans Montenegro

GORGEOUS Southern beauty Lucy Torres-Gomez

Is Patrick Moore an 'eco-traitor'?

SEEING GREEN

Doris Gaskell Nuyda

PATRICK Moore is one of the founders of the dynamic environmental organization known worldwide as Greenpeace. From 1971 (when Greenpeace was founded) to 1986 (when he turned his back on it), Moore was at the forefront of all the action—chasing whale- and seal-hunting ships, campaigning against uranium mining or toxic solid waste or nuclear warships—on an old, dilapidated fishing boat that sailed across the North Pacific.

Then, suddenly, in the mid-'80s, he made an about-face on these environmental pursuits and began instead to speak on the advantages of genetic engineering.

Traitor and parasite?

Naturally, his former colleagues in environmental work now call him an eco-traitor, parasite and prostitute. His past connection to a highly respected environmental organization like Greenpeace obviously makes him a feather in the caps of pro-GMO (genetically modified organisms) leaders. They could now point to him, a renowned champion of environmentalism, as an ally when they argue that genetic engineering has all the advantages and environmental groups opposing it are wrong and short-sighted.

Moore has argued that what pro-GMO scientists aimed for were higher crop yields and more nutritious varieties with pest-resistant strains to make production less costly through reduced fertilizer use.

He mentioned Greenpeace's campaign to keep farmers from growing Golden Rice. Doing so, he said, meant millions of children would probably go blind.

GM labs that created the Golden Rice said the variety could prevent blindness because of the addition of a daffodil gene. While success of the project has not been established, Moore believes the whole technology shouldn't be discredited. There may be greater risks in not developing it, he argues.

Why the turnabout

But the question remains: Why did Moore turn his back on all that he once believed in?

One of his critics, Drake Bennett, a writer based in Boston, essays a few reasons. One is Moore's discovery of the term "sustainable development" (first mentioned in 1982 by Tom Burke of Friends of the Earth UK) which he interpreted as "a job for synthesis," meaning, taking the new environmental values and incorporating them into the traditional social and economic ones that drive public policy. This was obviously not acceptable to his former colleagues.

The second reason, according to Bennett, is revenge. There had been complaints about Moore's "autocratic leadership style" and "abrasive personality." When he realized he would not be able to get enough votes to let him keep his seat in Greenpeace's board of directors, he decided to become a salmon farmer but found he had to contend with his old group that was campaigning against saltwater aquaculture for polluting the ocean.

Moore turned to logging, joining a group created by the timber industry. He worked for the softening of the industry's resistance to national parks and government regulation, in which he seemed to be successful.

Principles vs money

Another reason, Bennett adds, is money. Some enemies have called Moore a "corporate whore" for sacrificing environmental principles for money, for aligning himself with groups he once crusaded against. Moore does not hide the fact that he's well paid for his speaking and consulting services. He set up Greenspirit Strategies, an environmental consultancy.

Here in the Philippines, he has his critics, too. Beau Baconguis, formerly a Greenpeace anti-genetic engineering campaigner who still does volunteer work for the organization, calls the new outlook of the former "hero" plain "greenwash." In his many talks, Baconguis points out, "Moore gives himself away as an industry biotech salesman, not a scientist," admitting that he had not done any research on genetic engineering, nor had his papers been peer-reviewed.

Still, Bennett finds coherence in some of Moore's advocacies (which include GMO). The principle Moore goes by these days is embodied in a simple statement that implies more than it says: "While trees are by nature good, that's a religious interpretation, not a scientific or logical one."

But alas, such a statement is not likely to win him any more adherents. Not from the religious sector, not from conservationists nor naturalists. And certainly not from his former colleagues in the Philippines.

We can only lament the loss of an ally that had done so much for the environment.

E-mail the author at dorisnuyda@yashoo.com.

Certified environment-friendly detergent

FOR DECADES now, one product has been the constant partner to washing machines—Pride Washing Machine Detergent, the first laundry detergent in the Philippines specially made for machine washing.

Pride detergent is the first product of ACS, a Filipino manufacturing company. When ACS started, Pride was marketed to institutional customers like commercial laundries, hotels and hospitals. Pride was packed in 25-kg bags and became known for its low-lather but effective cleaning action formula. Pride was eventually repacked in small boxes and introduced to supermarkets and grocery stores.

Pride is also biodegradable and environment friendly. It is the first detergent in the Philippines permitted by the Clean and Green Foundation Inc. to use the Green Choice Logo.

The logo at the front panel of the packaging is a product seal of approval that guides consumers on environment-friendly products. The license certificate to use the logo was awarded by President Macapagal-Arroyo recently.

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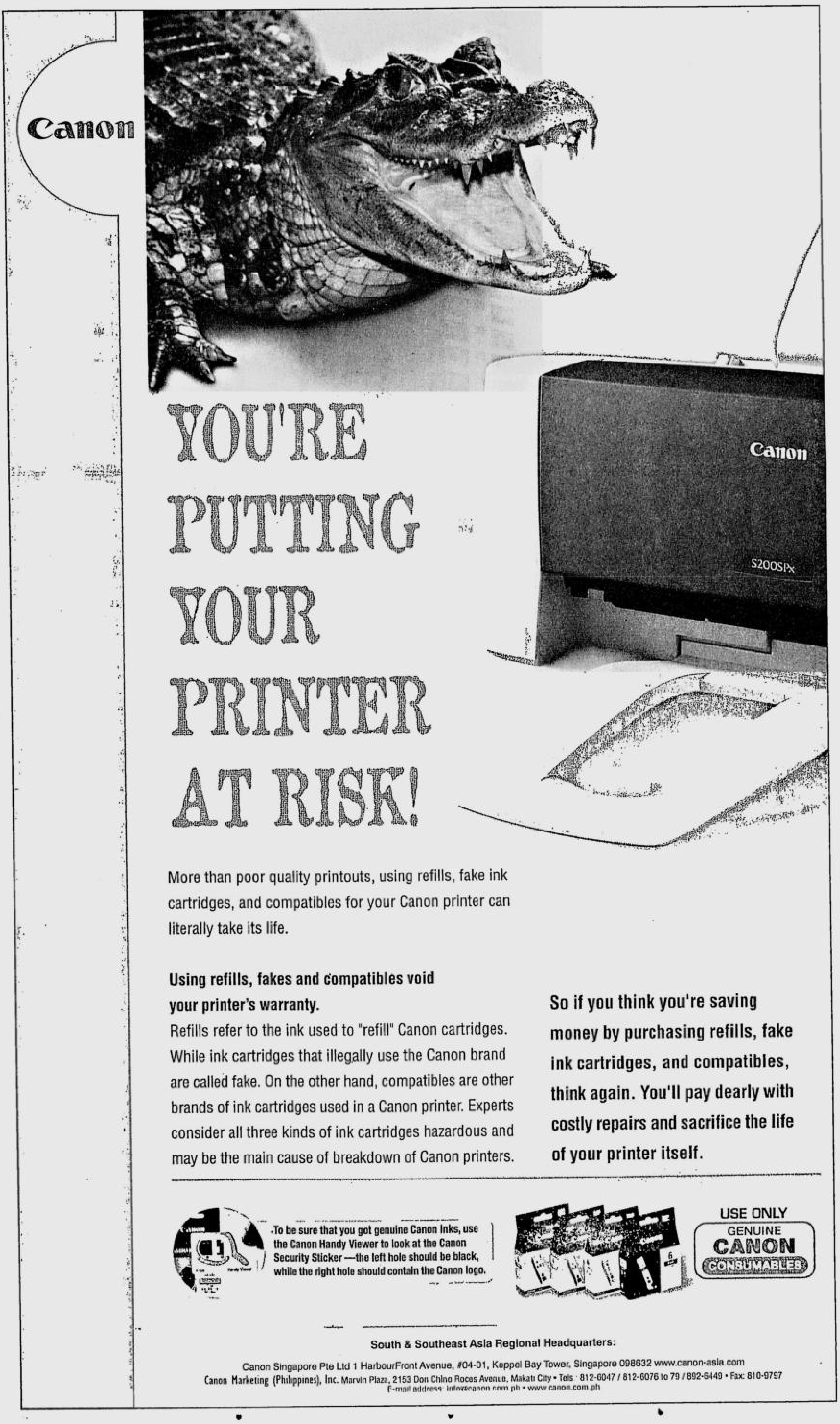

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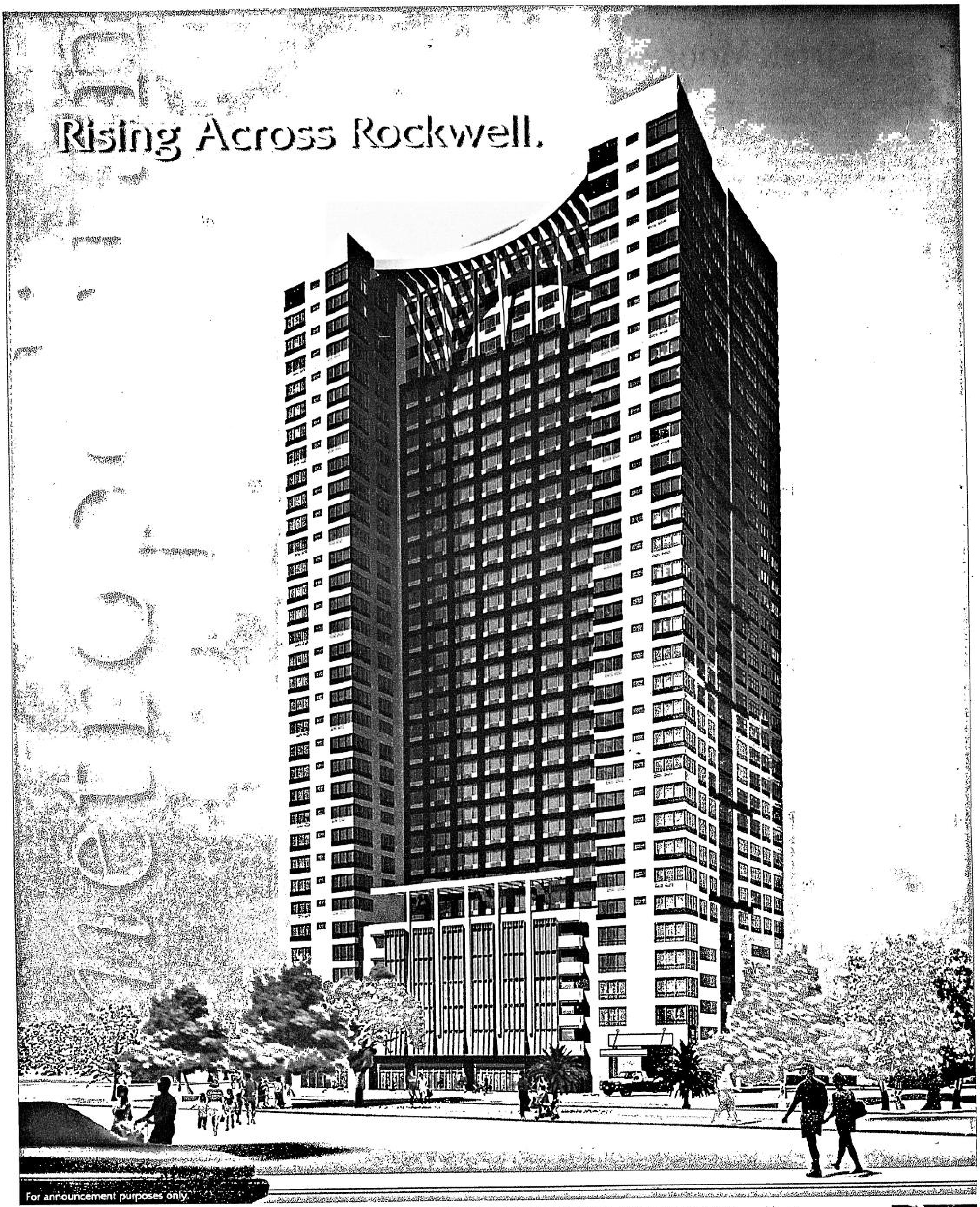
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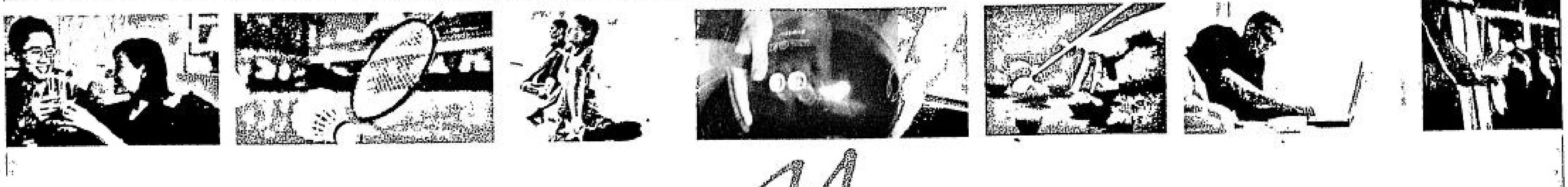

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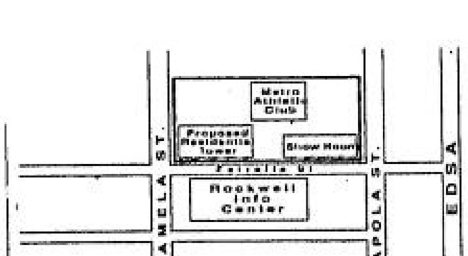
Metro Athletic Club
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For feedback, e-mail us at lifestyle@inquirer.com.ph

LIFESTYLE

Text u [illegible]k: inquirer life name/city/message to 2207 (Globe) or 283 (Smart)

Daringly slim, adventurously sexy

Story on page E2

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MAS PINASARAP
Swift
JUICY Corned Beef
SHREDS BEEF BITS

FITTED blouse and cigarette pants with detachable butterfly-printed shawl wrapped around the waist

SLEEVELESS cotton top and tiered and pleated chiffon skirt

Daringly slim, adventurously sexy

EMBROIDERED black top with see-through sleeves and red pants

Text by Alex Y. Vergara
Photos by Chito Vecina

A GROWING number of mature women are now paying closer attention to their figures, and Rustan's veteran in-house designer Criselda Lontok has seized upon this trend in her holiday collection, which she describes as "close to the body."

Slated on Sept. 8, "Abloom," the 3 p.m. fashion show at the Peninsula Manila's upper lobby will feature Lontok's latest line of off-the-rack dresses, slacks and separates.

In keeping with the holiday mood, the designer will be combining floral and abstract prints with bright colors—from fuchsia to orange, turquoise to lime green—in such soft, layered and asymmetric fabrics as silk and chiffon.

Lontok hasn't turned her back completely on black, but some of her pieces are also bound to pose a number of challenges to their wearers: sleeveless jersey tops, tiered chiffon skirts and off-the-shoulder blouses.

"A lot of mature women are now into all sorts of diets and slimming procedures," says Lontok, who first unveiled her label for Rustan's way back in 1983. "I'm not so much into any of those things, but I watch what I eat and walk for at least an hour four times a week."

Lontok was at one time Rustan's marketing manager. She started designing clothes for the department store chain in the late 1970s. Sales of the generic label Mod International grew steadily, until Rustan's matriarch, the late Glecy Tantoco, convinced her to finally "come out of the closet." The label was launched on a less-than-glamorous note with a fashion show at the Makati Sports Club.

"Over the years, my market grew until I finally found myself showing my clothes in Los Angeles," says Lontok. "It has and always will be RTW."

To set her label apart from other RTW brands, Lontok, even during her younger years, has targeted the clothing needs of women, 35 to 60 years old. Through the years though, it's not uncommon for her clothes to have a crossover appeal among younger women, even those in their early 20s.

SILK chiffon separates accented with beads, sequins, embroidery and lace

'Balikbayan' appeal

Her clothes also appeal to a considerable chunk of the *balikbayan* market, especially Filipinos based in the United States. Many of them have been Lontok loyalists even before they settled abroad.

Apart from keeping an eye out on trends, part of Lontok's staying power stems from her ability to personally listen to her market's needs. Up to now, she still goes to Rustan's Makati every Thursday and Friday to assist and get feedback from customers. She's also her label's best model, as she wears her own clothes most of the time.

Lontok gets compliments as well as appeals mostly from mature women with full figures not to forget them. Body-hugging silhouettes that show considerable skin are bound to further raise the crossover appeal of her clothes, but the designer isn't about to turn her back completely on her core market.

"My clothes aren't exclusively for mommies, and I'm glad people are starting to see this," she says. "But I'll always be faithful to the needs of my target market."

As not all mature women can stay as trim as Frannie Jacinto, our photo shoot's featured model, Lontok has also added figure-flattering knitted blousons for regular and full figured-women.

Her clothes may be scaled to the Filipina body, she says, but she doesn't scrimp on sizes. To ease customers' fears of bumping into another woman wearing the same outfit, Lontok tries to limit the number of clothes per design and color.

In case you didn't know, Rustan's does major alterations. It also accepts made-to-order requests from Lontok's customers.

Under the designer's supervision, suppliers can make a formal version of an existing piece, as per customer's request. For those, say, who want to hide their arms, they can ask for a long-sleeved version of an existing blouse or dress.

"We give in to such requests as long as they're reasonable and we have enough materials," says Lontoc.

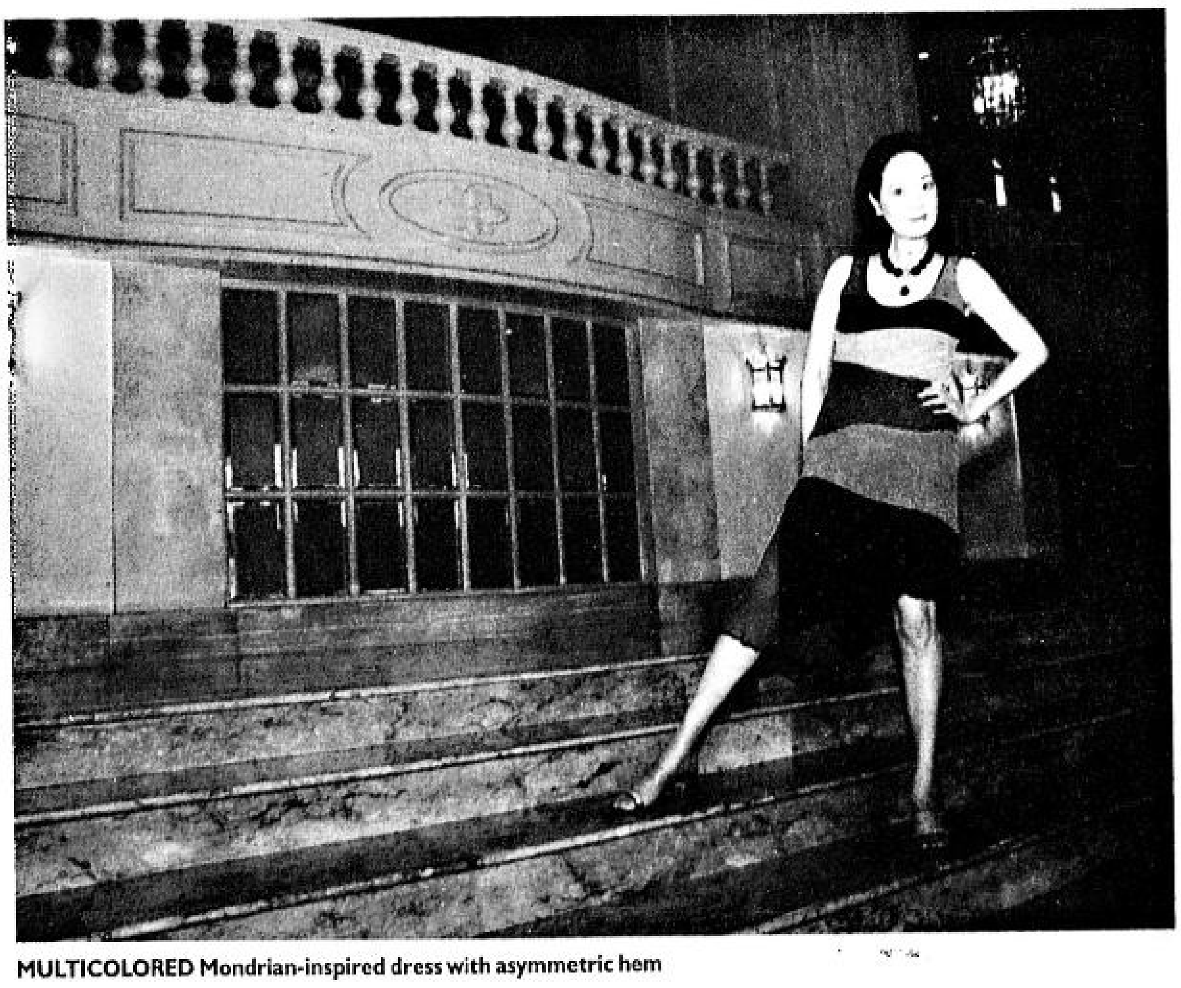
Customers need only pay a little extra, depending on the price of materials and the workmanship involved. And it doesn't matter whether the dress is close to or away from the body.

E-mail the author at avergara@inquirer.com.ph

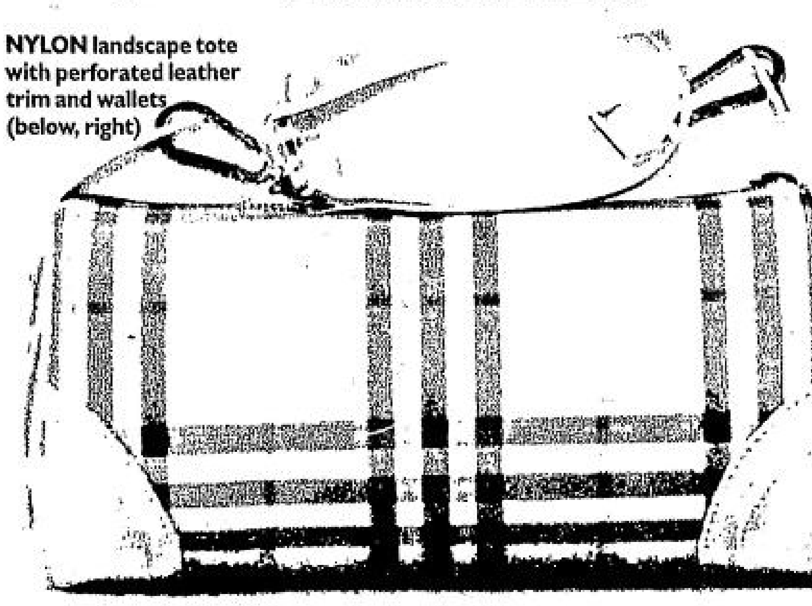
DESIGNER Criselda Lontok wears her own creation, black separates with chiffon wrap

Criselda Lontok, the designer for mature women, introduces a more defiant look

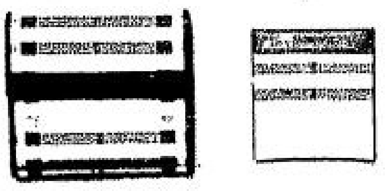
CLOTHES CRISELDA LONTOK
FOR RUSTAN'S
MODEL FRANNIE JACINTO
MAKEUP MARIEL MORENO AND
MALOU RAPIZ
OF ESTEE LAUDER
HAIR JOEL ACEBUCHE
OF BQFL SALON
STYLING BY CRISELDA LONTOK
SHOT ON LOCATION
AT THE PENINSULA MANILA



MULTICOLORED Mondrian-inspired dress with asymmetric hem



NYLON landscape tote with perforated leather trim and wallets (below, right)



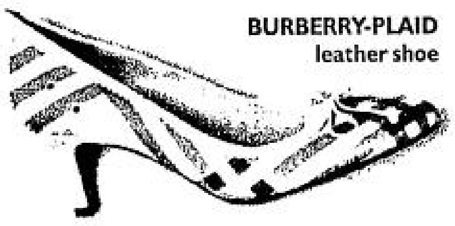
Luxury in plaid

LUXURY and comfort characterize Burberry's Spring/Summer 2004 collection. Working around Burberry's signature plaid, the collection is anchored on high-quality fabrication.

To complete the look, Burberry introduces the Candy Check accessories in varying styles, blended with white and tan leather, interpreting the Burberry plaid using pink hues. English garden floral prints on totes and clutch are lovely, along with the stylized form of the check in watercolor for towels and flipflops.

Large functional bags, dispatch tote bags, durable nylon landscape totes with perforated leather trim, canvas holdall and suède loafers are perfect accents to the relaxed styling. Stripes are applied in canvas, wool and cotton.

Burberry is distributed by Stores Specialists Inc. Burberry boutiques are at Greenbelt 4, Shangri-La Makati Hotel, and Shangri-La Plaza Mall.



BURBERRY-PLAID leather shoe

Magsaysay awardees hold lectures

GOINGS ON

THE 2004 Ramon Magsaysay Awardees' lecture series is ongoing at Ramon Magsaysay Center. Today, 9-11 a.m., Benjamin Abadiano (Emergent Leadership) will talk about "Development on the Margins: How Indigenous Peoples Chart Their Own Progress"; Aug. 30, 2-4 p.m., "Building an Enriched Generation Through Enlightened Reading" by Abdullah Abu Sayeed (Journalism, Literature and Creative Communication Arts); Sept. 1, 9-11 a.m., "It Takes a Village to Lead Development: Lessons from Mairiang Farmers" by Prayong Ronnarong (Community Leadership); 2-4 p.m., "Beating the Odds: Making the Rule of Law Work" by Haydee Yorac (Government Service). Call 5242390/ 5213166 to 85.

AWARD. Three young Filipino professionals will be awarded the 2005 Panasonic Scholarship grants today at Edsa Shangri-La Hotel. They are Lino Superficial, Katrina Mona Santiago and Wesley Clark Uy.

SEMINAR. The De La Salle Professional Schools, Inc. Graduate School of Business will hold a seminar on Leisure and Wellness Management to address the needs of human resource managers in incorporating a wellness program at the workplace. The seminar will be held today and tomorrow, 9 a.m.-6 p.m., at the DLS PSI-GSB Ortigas Campus in La Salle Greenhills. Call 7534616/ 7534618/ 7534611 to 15.

DIGITAL EXHIBIT. AVSurfer holds simultaneous zero percent interest Digital Festival Exhibits in its branches nationwide. The branches are Ayala Center, Cebu, until Aug. 29; Ali Mall, Cubao, QC, until Aug. 31; Robinsons Place Imus, Cavite, until Sept. 2. Call 8431541 to 48.

TRADE FAIR. Work-at-Home Moms Day will be held on Aug. 29 at Megatrade Hall 2, SM Megamall B. It's part of the Small Office Home Office Trade Fair which starts today at Megatrade Hall 2. Call 6376979/ 6383219.

CAMPAIGN. BPI Foundation's Care of Air campaign will be launched on Sept. 11 in Baguio.

PROMO. Citibank cardholders can buy clothes, food, wine, accessories and beauty products and settle their bills over three months at zero-percent interest. Ongoing until Dec. 31, the offer is valid at all Marks & Spencer outlets. Call 9959999.

LONGER SHOP HOURS. Araneta Center Inc. malls now offer longer shopping hours. Ali Mall, Farmers Plaza and Value Station operate from 10 a.m. to 9 p.m. daily.

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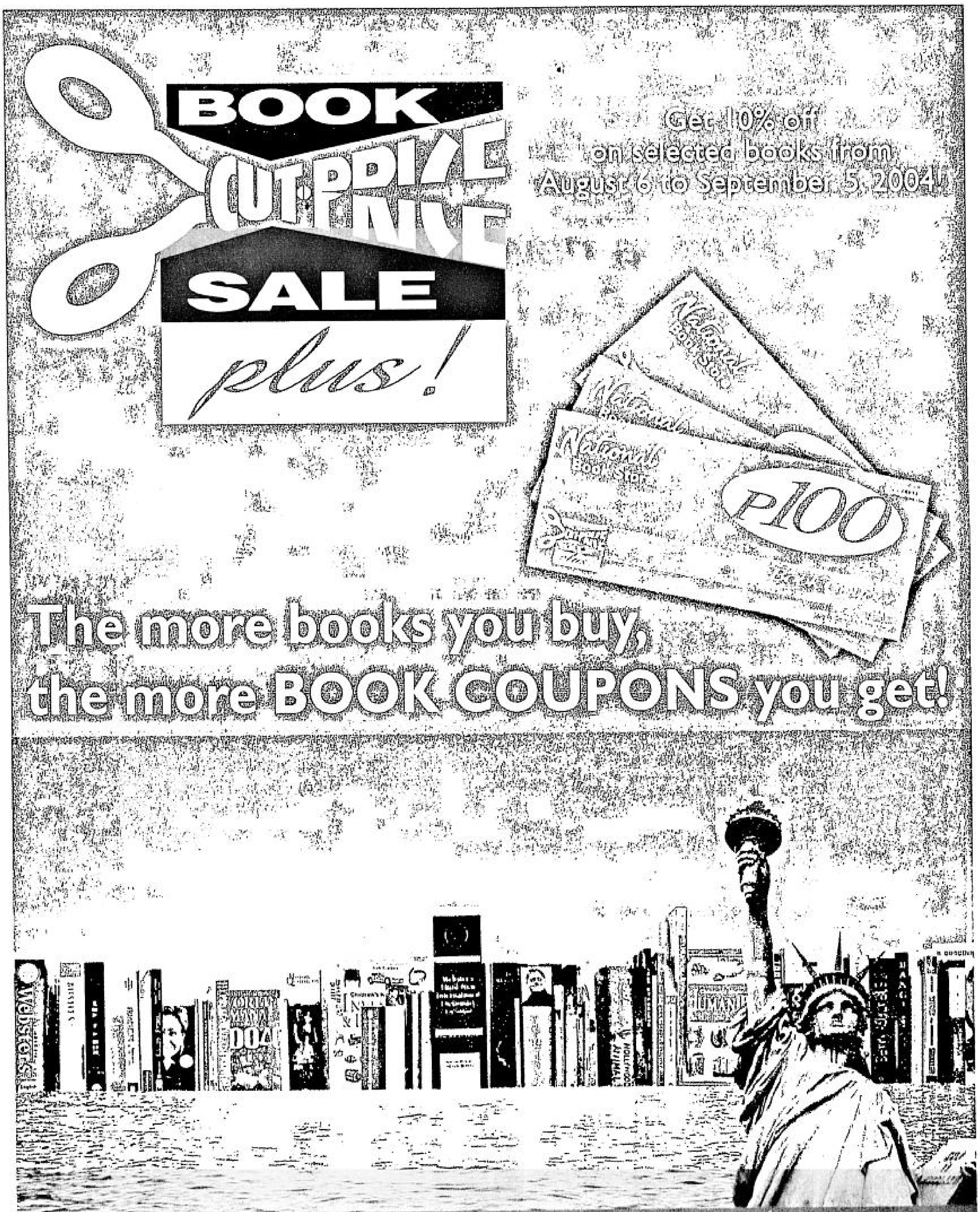

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* An international book fair to be held in New York City on June 2-5, 2005.

See flyers for complete details.

PLUS!
Visit the National Book Store booth at the 25th Manila Int'l. Book Fair at the World Trade Center, Roxas Blvd., from Aug. 11-15, 2004.

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PER DTI PERMIT NO. 3428, SERIES OF 2004

INTENSITY G

Puts a new twist to the Kadayawan 2004 celebrations

Reigning *Hiyas sa Kadayawan*, Alma Ang, invites her friends to join the celebrations on her Globe Handyphone.

Welcome back to Davao City!

Mother Nature has been very kind to Davao City. She has blessed it through the years with a thriving tourism, fishing and flower-growing industry. Every third week of August, *Dabawenos* celebrate nature's plentiful bounty through a colorful thanksgiving extravaganza called the *Kadayawan* Festival .

Globe's roving regional roadshow Intensity G recently went with popular Globe 128XL SIM endorser July to the flagship city of Mindanao to join locals and Globe subscribers alike in their merry-making, as well as to enhance the already festive vibe of the *Kadayawan* with its unique line-up of events and activities.

The Intensity G sales blitzes, concerts and parties dotting the metropolis gave both locals and tourists connectivity and entertainment options that were way beyond the ordinary.

Intensity G kicked off its visit to Davao City with a courtesy call to Globe subscriber Alma Ang, the reigning *Hiyas sa Kadayawan*. The festival queen told July about the perks of being on Globe. "I love being on Globe because it keeps me connected to my family and friends wherever I am. I have been a subscriber for more than a year and during that time, Globe has always been a reliable network."

The reason is Globe's wide network of cell sites around Davao City and the surrounding region, which assures subscribers of unwavering coverage anytime, anywhere. During the height of the *Kadayawan* Festival, despite the upsurge in voice, text and MMS traffic from both locals and visitors, Globe's service proved unfailing.

Meanwhile, droves came crashing into the various Intensity G sales blitzes around the city. They flocked to get the new Globe 128XL SIM or to have their prepaid phone credits reloaded with AutoloadMAX. Further, lucky subscribers even got to meet July up close and have their photos taken with him.

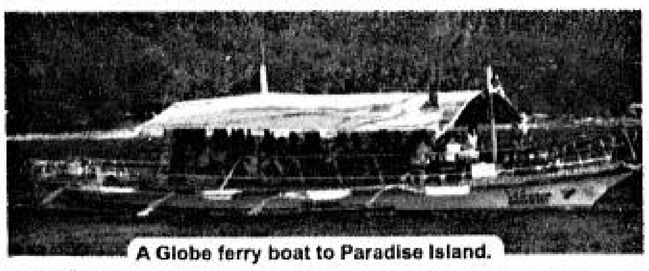
Music and party lovers, meanwhile trooped to the various Globe concerts and parties around the city. Matina Town Square served as the venue for the country's top RnB and pop artists, providing top-notch entertainment to the massive crowds. On the other hand, those who like their music hard and rocking found Rizal Promenade their key nightspot. Rock group Sandwich definitely brought the house down with their livewire performance. Not to be left out were the dance enthusiasts who got to strut their stuff on the dance floor of the Liquid Bar at the Apo View Hotel. These events were definite hits showing Intensity G's sure connection with local *Dabawenos*.

In terms of energy, passion and creativity, Intensity G really outdid itself in this year's *Kadayawan* celebrations. For sure, more is in store in the coming months. Watch out for it when it comes.

Even at the Davao City International Airport, its hard not to notice Intensity G's strong presence.

July on the Intensity G floral float.

July just can't take his eyes off Alma Ang, winner of the 2004 *Hiyas sa Kadayawan*.



A Globe ferry boat to Paradise Island.

A Globe subscriber gets her new Globe X-treme Memory SIM autographed by July.

The Intensity G sales blitz at the SM City Davao is a favorite pit stop for Globe subscribers

Globe subscribers flocked to the Intensity G sales blitz at the Victoria Plaza Mall to get a glimpse of July.

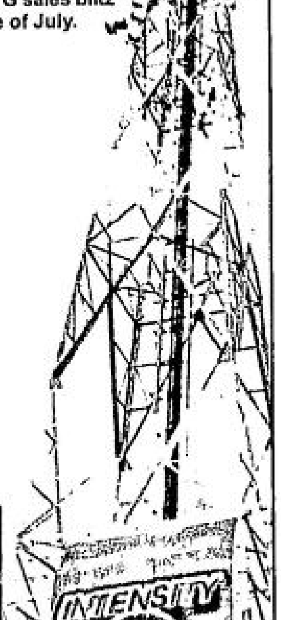
One of the attractions of the Philippine Eagle Sanctuary.

RnB enthusiasts packed into an Intensity G concert at the Matina Town Square.

Sandwich rocked the Intensity G concert at the Promenade.

The Intensity G and Jollibee co-sponsored Night of the Champions was a massive hit with pop music fans.

An entertaining set from local band Four Play.



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The young and the beautiful

MAKEOVER 911

Kinny Salas

MY teenage cousins cornered me one day and demanded I address their beauty needs and recommend products they could afford. Apparently, their parents, who buy products that appear in my column, refuse to share these with them because the products are so expensive!

So here are my recommendations for the young ones.

Sensitive skin

Back when I was in my teens, the constant gripe was acne and oily skin. I was surprised to find out that a lot of teenagers now have normal to dry and mostly sensitive skin.

The question I used to ask regarding skincare was: Can I skip the moisturizer? Now, my cousins ask me if they can skip the toners instead. Perhaps the change can be attributed to pollution, humidity and air-conditioning in the classrooms, which really drain the moisture from one's skin.

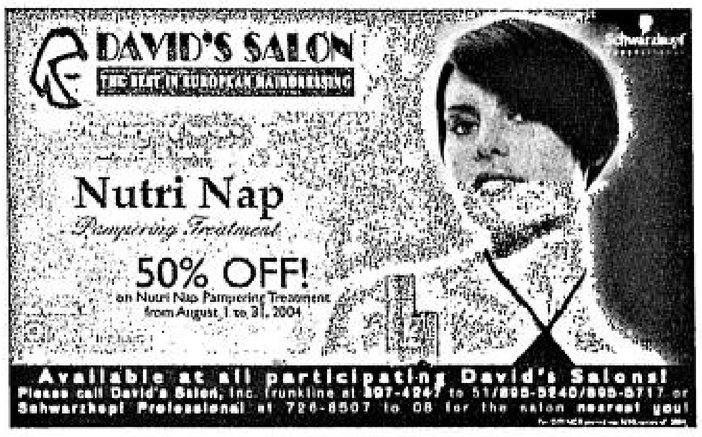
Celeteque facial wash for sensitive skin (P64) is my answer to this problem. Unlike other facial cleansers for sensitive skin, this product lathers and can actually remove light makeup, so there is that clean and nondrying feeling afterward. Celeteque offers no toners yet, but the regimen is to go straight to the oil-free water-based moisturizer for thirsty skin to get that comfortable, glowing-skin feeling.

Black underarms/scars

People have been hounding me about this problem for seven good years now, and I've finally found the solution teens can afford.

Belomed apparently sells more than just glutathione and Obagi in its pharmacy. It also has something teens can afford with their al-

THE YOUNG/ F3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Prized and priced for its immense size and abundant "aligue" (the rich, bright-orange "crab fat" which is not fat but the ovaries of a sexually mature female), this most prolific of all crustaceans from Roxas, Panay island commands the highest value.

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(Prawns)
From our country's prawn farms, come the biggest and sensuously most delectable prawn varieties. Most famous the world over is the Black Tiger, naturally found in the seawaters of Southeast Asia, notably the Philippines.

MALIPUTO
(Jack Fish)
Encircling the fiery Taal volcano in Batangas, is the scenic Taal Lake, the unique and only habitat where the Maliputo thrives and which gives it its incomparable taste and melt-in-your- mouth texture.

KAMAYAN
LECHON DE LECHE
Unparalleled 5-star succulence which can only come from a 4-6 week old native variety, suckling pig. Dip its thin, tender, crackling golden brown skin, and amazingly lean and juicy meat in any of 3-sauce choices: sweet, spicy and sour.

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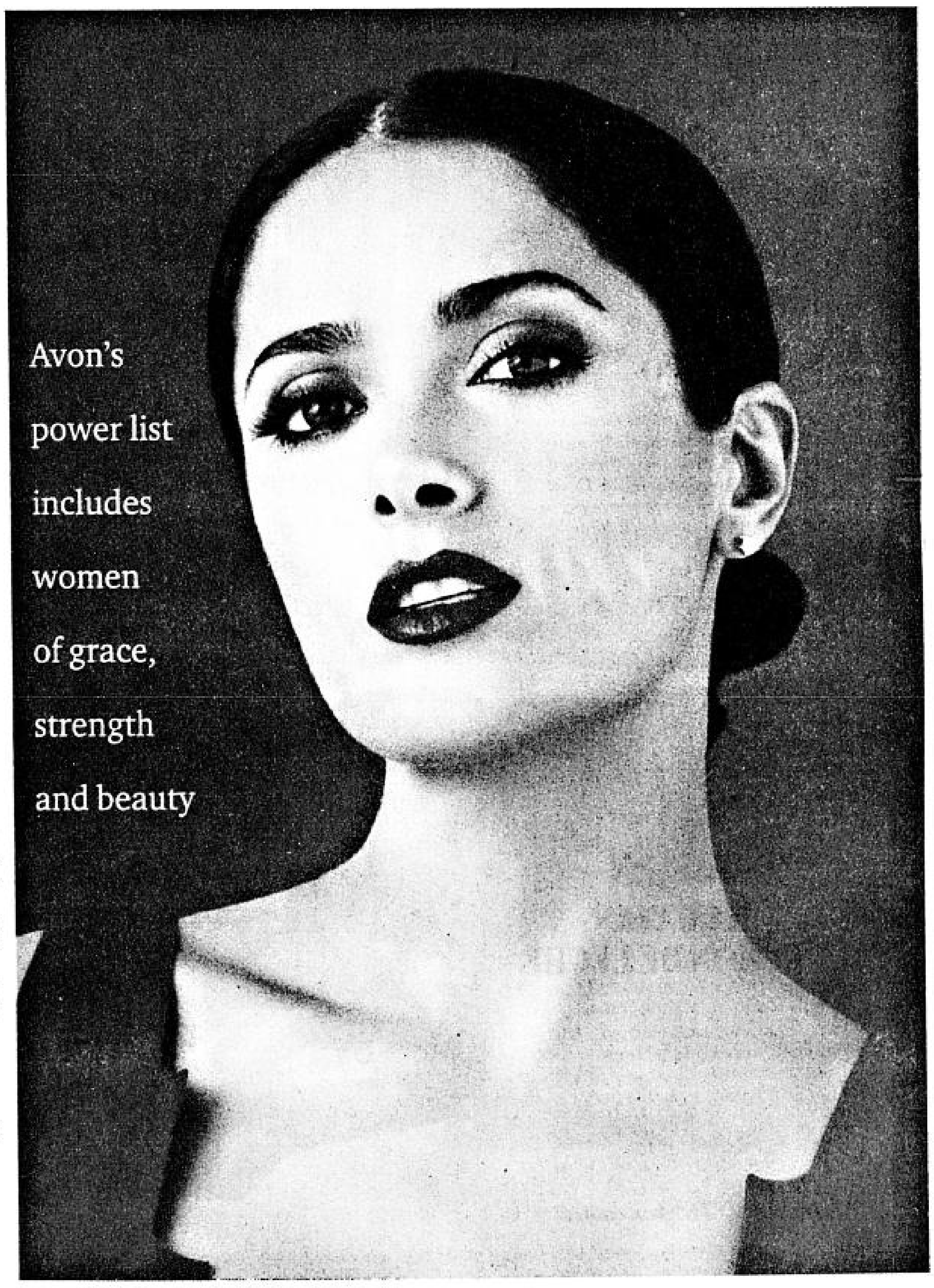
VERNS Buckley, supermodel

KORINA Sanchez, award-winning broadcast journalist

CHRISTINE Jacobs-Sandejas, Olympian

These women have it all



Avon's power list includes women of grace, strength and beauty

SALMA Hayek is the new global spokesperson for Avon.

TO CELEBRATE the launch of Avon Color My Lip Miracle, the lipstick that gives women the power to have all they want in a lipstick, Avon gives honor to the women of clout who dare to flout convention and excel in their fields. Its A-list of power women includes Dr. Diana Cua, the first and only Filipina breast cancer surgeon; Korina Sanchez, award-winning broadcast journalist; Sandy Prieto-Romualdez, media magnate; Verns Buckley, supermodel; Christine Jacob-Sandejas, Olympian; and Oscar-nominated actress and new Avon global spokesperson, Salma Hayek.

Cua specialized in medical oncology, radiation oncology and breast imaging in Stanford.

When she returned to the Philippines, she immediately raised public awareness of breast cancer and the importance of early detection. She started the first breast cancer survivor group called Bosom Buddies, a support network for women who have breast cancer.

Sanchez has been with ABS-CBN since 1986. She has won the Catholic Mass Media Award, Gawad CCP and KBP Golden Dove for broadcast journalism. She is the main anchor of the nightly primetime newscast, "TV Patrol." She also hosts "Rated K," the primetime Sunday night magazine show.

Jacob-Sandejas is a celebrated athlete who competed in the 1984 Olympics, won a gold medal in the 1983 Southeast Asian Games, and holds the Philippine record for 800m freestyle swimming.

Today, the champion swimmer is a champion mom of three, who loves to cook and bake. "It's a different kind of fulfillment," she said. "I enjoy every day I spend with my children. I feel complete as a person now that I'm a wife and mother."

Prieto-Romualdez is the president and CEO of the INQUIRER. She steered the paper with admirable dexterity and aplomb in 1999 when then President Joseph Estrada mobilized an advertising boycott of the newspaper.

Prieto-Romualdez has won the Ten Outstanding Young Men (TOYM) award. She is also a mother of two and a champion golfer. She has a Masters in Development Management from the Asian Institute of Management and a degree in sociology from Notre Dame in the United States.

Buckley won the 2002 Supermodel of the World Philippines and is now an international model under the Ford Modeling agency.

Hollywood actress Salma Hayek is a prolific actress, producer and director, in both film and television. She was nominated as best actress in the Academy Awards, Golden Globe, Screen Actors Guild and Bafta for playing the title role in Julie Taymor's "Frida."

She recently completed production on Brett Ratner's "After the Sunset," with Pierce Brosnan and Woody Harrelson. She will soon begin production on Robert Altman's "Paint," opposite James Franco. She will also appear in Robert Towne's "Ask the Dust," opposite Colin Farrell.

Hayek also recently completed her directorial debut, "The Maldonado Miracle," which premiered at the 2003 Sundance Film Festival and aired on Showtime last fall. The film stars Peter Fonda, Mare Winningham and Ruben Blades.

Most recently, Hayek signed an exclusive global advertising and promotional agreement with Avon Products Inc.

She is the perfect choice as the face that will launch Avon Color My Lip Miracle. This breakthrough lipstick combines all that a woman wants in a lipstick: superior shine, lip-smacking moisture, all-day wear and drop-dead color. Avon Color My Lip Miracle gives women the power to have it all.

PHOTOS: JUN DE LEON
LIPSTICK: AVON COLOR MY LIP MIRACLE IN INCREDIBLE, TIP TOP TAUPE, MAUVIEST, ROSIEST AND MAGNIFISPICE
MAKEUP: TOTO BAGAMASBAD
STYLING: NOEL MANAPAT

MARIA Alexandra "Sandy" Prieto-Romualdez, media magnate

DR. Diana Cua, the first and only Filipina breast surgeon

The young and the beautiful

From page F1

lowance: Tyrosinase (P300) and Kojic acid.

The regimen: After washing your underarms twice a day with soap and water, apply Kojic acid in the daytime and Tyrosinase in the evening before bed. Effectivity depends on how severe your condition is. My friend M saw visible results in just a week, while J, with darker underarms, took 16 days to look presentable.

Belomed also has a whitening cream (P300) meant to lighten scars (*peklat*) and mosquito bites. It's the fastest-working cream of its kind I have tried so far.

There's a new brand in the market called St. Lora which has created a whole line (at P2,850) devoted to whitening extremely dark underarms. There are three products involved: Effleurage cream to remove dead skin cells, Whitening deo and Epicrim to spot-lighten dark areas.

I have not been able to research on the products in detail, but you can call the following numbers if you have questions about St. Lora products: 4143082 and 0917-8196221. Ask for Dr. Arlene.

Face whitening

Ponds has come up with an affordable whitening facial foam wash (P111.75, 100 ml). Aside from smelling great, it lightens and smoothens skin after just one wash. I have yet to see the toner, but I would recommend the fluid for normal to dry skin and the cream for oily acne-prone skin because of its ultra-matte finish.

The whitening pearl cream has a yellow

THE YOUNG/ F4

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PHILIPPINE DAILY INQUIRER
JUST SHOP
No. 4
Aug '04
Pops Fernandez
Va va voom

Mabuhay, beautiful people!

Walk the red carpet with JUST SHOP
as it brings you a beauty special. This Friday, August 27,
it's your turn to be in the limelight
with the best new beauty products
made to bring out the superstar in you.

- Now showing:

Make this season's hottest makeup work for you

- Award winner:

The best whitening products for your skin

- Hot gossips:

Listen in on the secrets of the top beauty editors

Lights... camera... shop!

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evel 3 Greenbelt 3, Ayala Center, Makati City • G/F Greenhills Connecticut Carpark 1 Bldg.. Ortigas Avenue. San Juan City

GODIVA Skin-Whitening Astringent

The young and the beautiful

From page F3

tint and a semi-matte finish and can be used as a good foundation/concealer. To prevent shine, I use it with blemish control powder in peach (for a fresh natural look), pink (flushed look) or light blue (porcelain white).

Likewise, Godiva has a complete and safe whitening line. I mix and match these two brands, as in the following set: Ponds whitening foam wash, Godiva astringent (P120), Ponds whitening cream and pearl cream for day and Godiva AHA cream (P220 or P450) under Godiva whitening cream at night (P190).

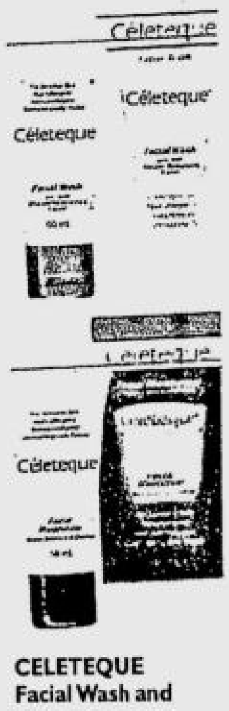
Fragrance

There is this exciting new brand called Ellips with five cologne variants (P25, 50 ml and P40, 100 ml). The best-selling scent so far is Cutie (yellow bottle), a citrus candy scent a la Nenuco.

Missy (lavender bottle) smells like a floral bouquet, while Doll (hot pink) is a combination of grapefruit and flower scents. The two other scents are perfect unisex fragrances: Preppy (green) has notes of green tea and is the hands-down favorite among guys, while Pixie (blue) smells very marine-like or aquatic, like sports colognes.

The only problem with Pixie is its name. Although guys love the scent, they simply can't get away with a scent called Pixie. "Dude, what cologne are you using? Smells really good!" "Uhhh.. Pixie!" Which is probably why they grab the Preppy bottle instead.

All products available at leading department stores, groceries and drugstores.



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adidas
AZTECA-GOLD

ADIDAS Azteca Gold limited-edition vintage track spike with antique metallic gold k-leather

Mad dash to sports auction

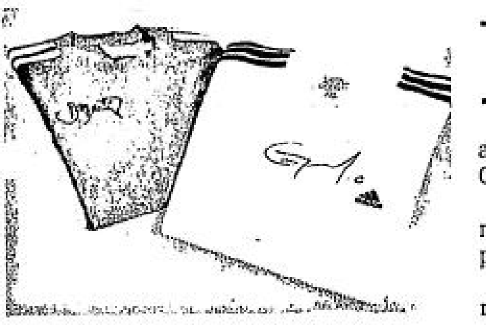
IT'S auction time on Aug. 29 at the Greenbelt 3 Lobby of the Ayala Center!

The Sports Time Auction features Swatch and Adidas memorabilia that celebrate the Olympics and sports.

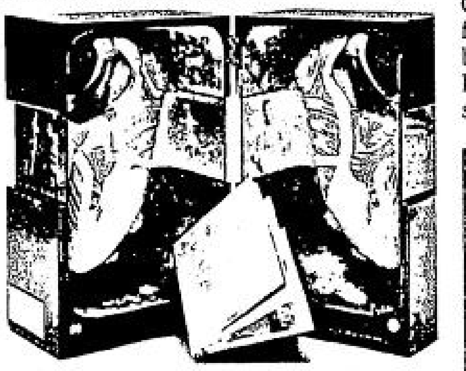
The auction items up for bidding include never before seen collectibles in the Philippines.

The auction has a unique twist. Cash will not be accepted. Bids can only be made using the Sports Time Money Cards.

So gather up all the Sports Time Money Cards you can find from your neighbors, friends, family and relatives. Rush to Greenbelt 3 on Sunday and experience the one-of-a kind Swatch and Adidas auction. Auction starts at 3 p.m.

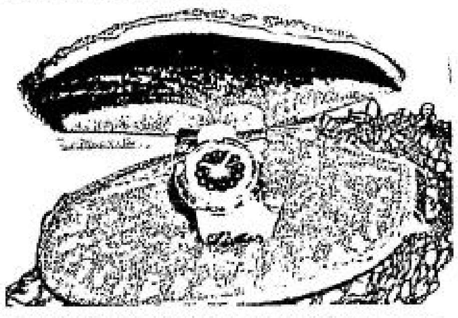


AUTOGRAPHED shirts by two NBA star players, Gilber Arenas and Detlef Schrempf

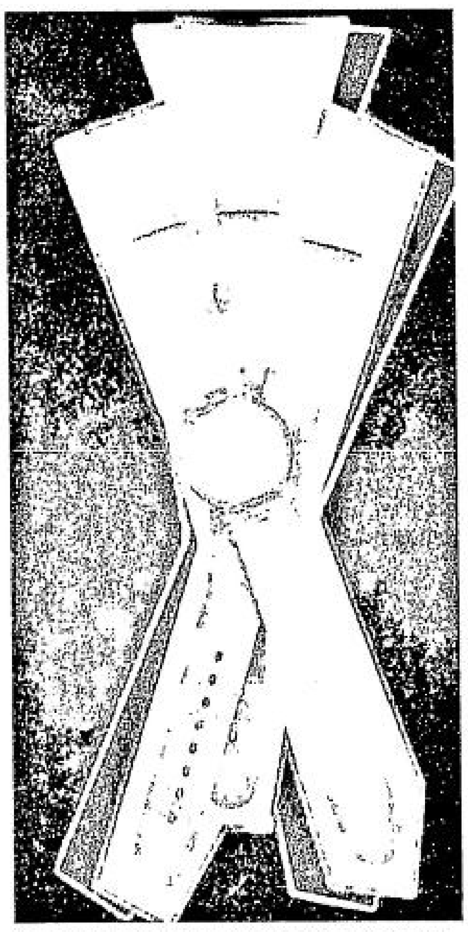


ONLY 723 numbered pairs of these shoes were produced in the whole world in size nine (UK), after the athlete who inspired their creation—David Beckham.

COLORFUL elegance in an embroidered leather strap with Swatch Veruschka



THE WONDERS of the ocean right on your wrist with Swatch Soupe de Poisson Pop Watch



MIX and match your Swatch Skin with three leather straps. Exclusively available at Swatch Boutique in Vendome, Paris

SEGUE'S own Mai Cojuangco-Zini takes part in the auction.

FROM balladeer to auctioneer. Jose Llana

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Pretty Elite Price Off!
Be an instant Freshaire Club Member when you avail of the Hair Straight Promo
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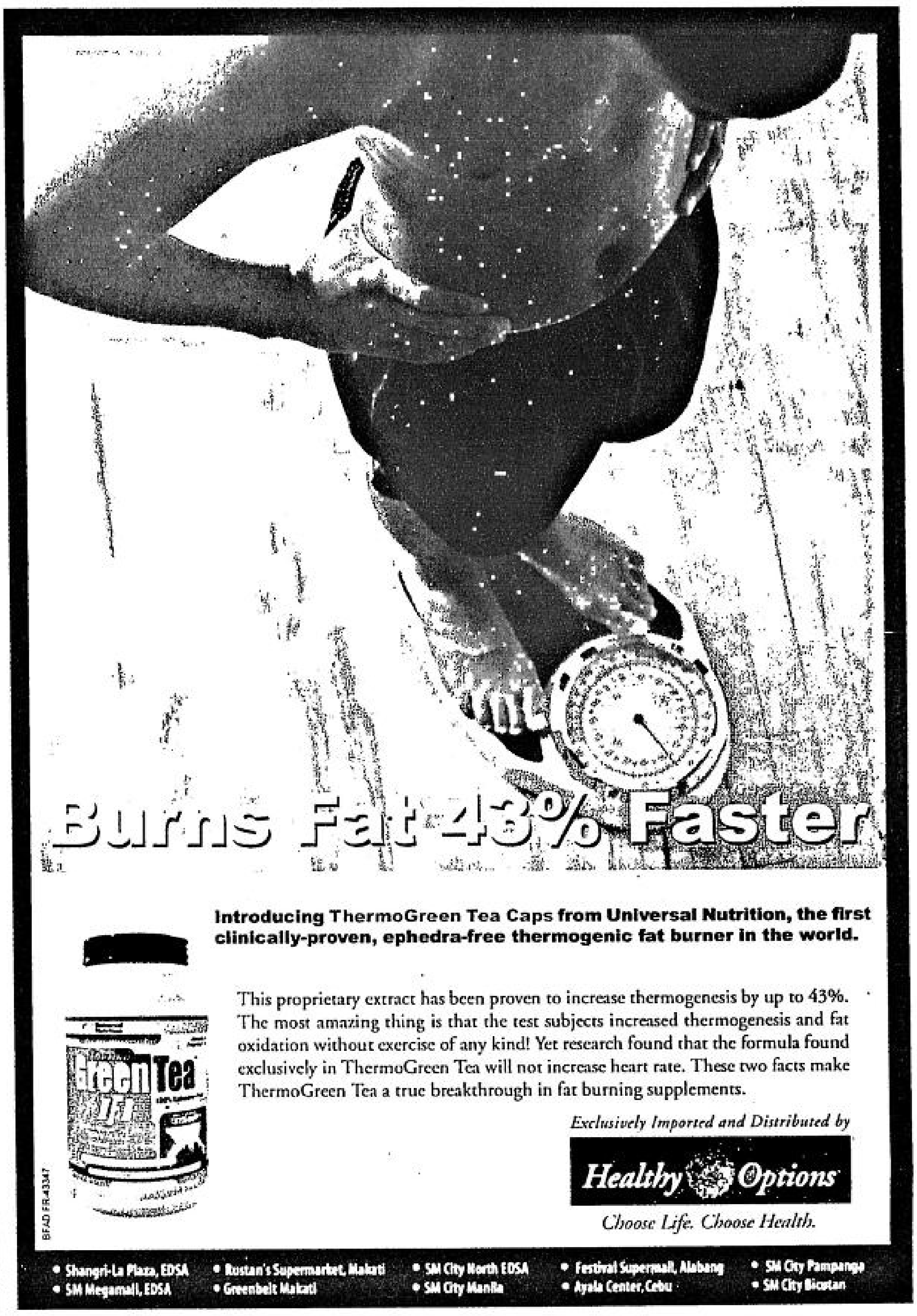
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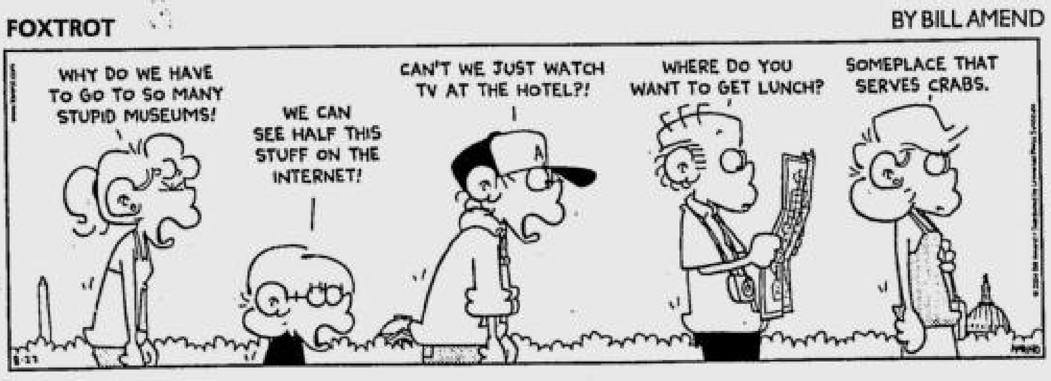
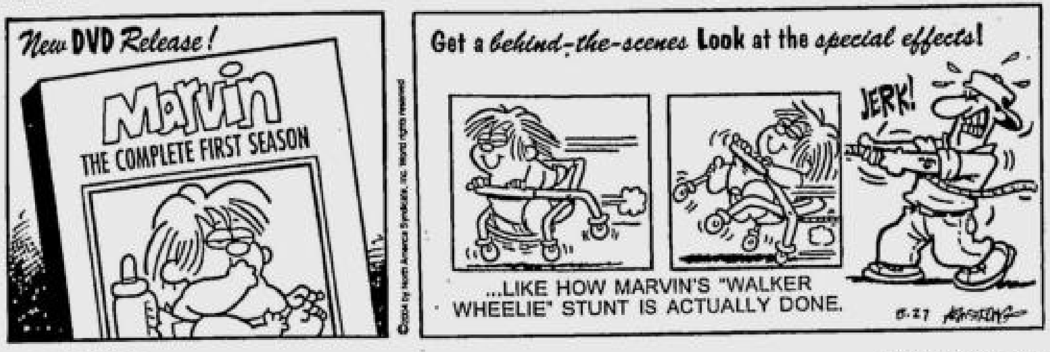
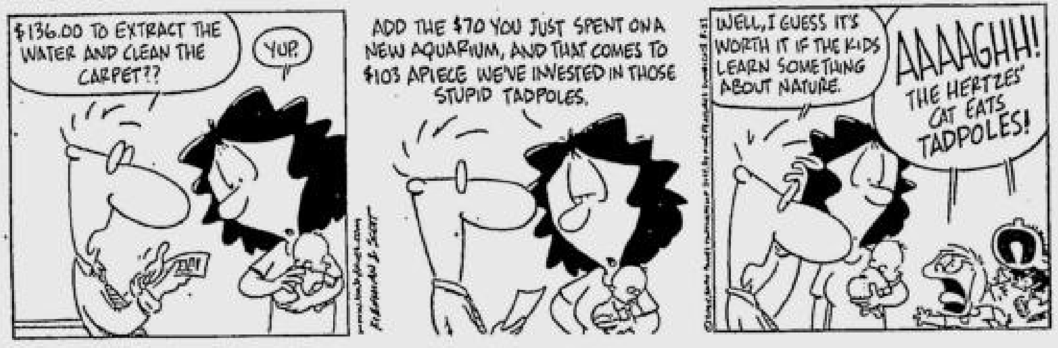
FOXTROT BY BILL AMEND


WHY DO WE HAVE TO GO TO SO MANY STUPID MUSEUMS!
WE CAN SEE HALF THIS STUFF ON THE INTERNET!
CAN'T WE JUST WATCH TV AT THE HOTEL?!
WHERE DO YOU WANT TO GET LUNCH?
SOMEPLACE THAT SERVES CRABS.
8-27

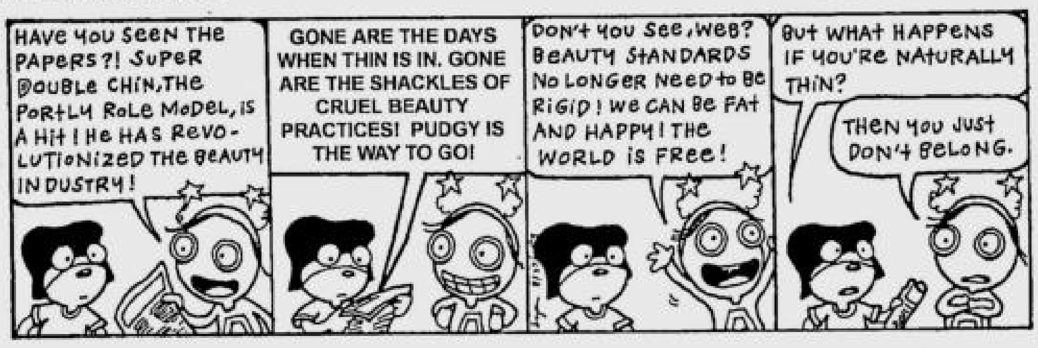
MARVIN BY TOM ARMSTRONG


New DVD Release!
Marvin
THE COMPLETE FIRST SEASON
Get a behind-the-scenes Look at the special effects!
JERK!
...LIKE HOW MARVIN'S "WALKER WHEELIE" STUNT IS ACTUALLY DONE.
8-27

BABY BLUES BY JERRY SCOTT


$136.00 TO EXTRACT THE WATER AND CLEAN THE CARPET??
YUP.
ADD THE $70 YOU JUST SPENT ON A NEW AQUARIUM, AND THAT COMES TO $103 APIECE WE'VE INVESTED IN THOSE STUPID TADPOLES.
WELL, I GUESS IT'S WORTH IT IF THE KIDS LEARN SOMETHING ABOUT NATURE.
AAAAGHH! THE HERTZES' CAT EATS TADPOLES!

ATOMO AND WEBOY BY LYRA GARCELLANO


HAVE YOU SEEN THE PAPERS?! SUPER DOUBLE CHIN, THE PORTLY ROLE MODEL, IS A HIT! HE HAS REVOLUTIONIZED THE BEAUTY INDUSTRY!
GONE ARE THE DAYS WHEN THIN IS IN. GONE ARE THE SHACKLES OF CRUEL BEAUTY PRACTICES! PUDGY IS THE WAY TO GO!
DON'T YOU SEE, WEB? BEAUTY STANDARDS NO LONGER NEED TO BE RIGID! WE CAN BE FAT AND HAPPY! THE WORLD IS FREE!
BUT WHAT HAPPENS IF YOU'RE NATURALLY THIN?
THEN YOU JUST DON'T BELONG.

HOROSCOPE

BY FRANCIS DRAKE

YOU BORN TODAY: You're caring and compassionate. Furthermore, you're aware of the dynamics of social change and politics. You understand the human condition and often work to better humanity. You find joy in giving service in a meaningful way. You're very grounded in reality. The year ahead holds major changes for you, perhaps as significant as those in 1995.

Birthdate of: Tuesday Weld, actress; Mother Teresa, missionary/Nobel Peace Prize winner; Theodore Dreiser, writer.

ARIES (March 21 to April 19): Your routine will be interrupted at work today. This is almost a guarantee. Computer crashes and unexpected events require you to be flexible and change your expectations.

TAURUS (April 20 to May 20): This is an accident-prone day for children. Please be extra-vigilant. It's also an accident-prone day for romance! You might do something that blows a relationship right out of the water.

GEMINI (May 21 to June 20): You feel defiant and rebellious with family members today. You don't want anybody telling you what to do. Something unusual might take place at home today.

CANCER (June 21 to July 22): Be careful walking and driving today. Your own impatience could trigger an accident-prone situation. Expect to encounter someone surprising and unusual.

LEO (July 23 to Aug. 22): Caution against impulse spending today! Everything having to do with your finances and your purchasing power is rather unpredictable right now. Be sensible with your money.

VIRGO (Aug. 23 to Sept. 22): One-on-one encounters with others are definitely occasions for surprises today. You might feel restless or impatient with a partner. State your feelings calmly, without making accusations.

LIBRA (Sept. 23 to Oct. 22): Restless feelings within might be an indication that you aren't expressing what you really desire. Try to find out what it is that you want. Sometimes it helps to write it down.

SCORPIO (Oct. 23 to Nov. 21): You'll definitely encounter a real character today. Alternatively, someone you already know might have surprising news for you. Either way, it's an interesting day!

SAGITTARIUS (Nov. 22 to Dec. 21): Surprise news from the boss catches you off-guard today. Or it might be surprise news about the boss. Be careful how you respond to things. Guard against knee-jerk reactions that you might later regret.

CAPRICORN (Dec. 22 to Jan. 19): Unconventional, revolutionary ideas suddenly interest you today. Some of you might be surprised by what you hear in the media. Anything can happen.

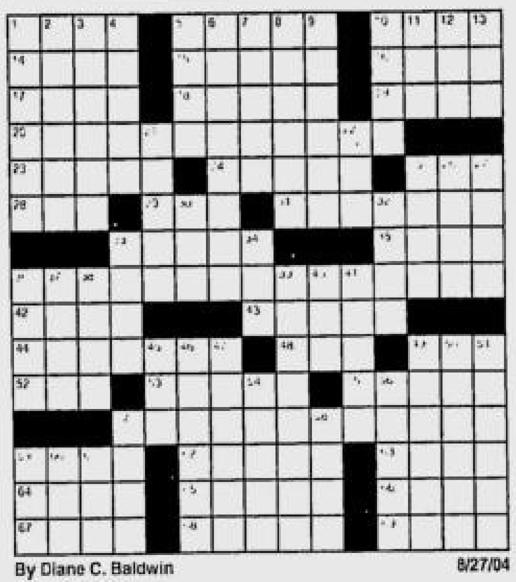
AQUARIUS (Jan. 20 to Feb. 18): You might be shocked about what somebody else expects from you. In turn, your share of something might not be what you expected it to be. Let important decisions wait until next week.

PISCES (Feb. 19 to March 20): Relationships are explosive today. Feelings that have been building up for some time suddenly come out. There's an electric quality to everything. In addition to this, there is increased tension before the Full Moon.

DAILY CROSSWORD

ACROSS
1 Pats daintily
5 Grainy color?
10 Spill over
14 Discharge
15 Mary Tyler or Roger
16 Couple
17 Canine treat
18 Wall painting
19 Hard on the eyes
20 Mental nudge
23 Sardonic style
24 Current vogue
25 Watch accessory
28 Slalom trail
29 Pastoral spot
31 Bin's purpose
33 Fail to do one's best
35 Distinctive atmosphere
36 Fixed, fanciful idea
42 Genesis character
43 Bare minimum
44 Modicums
48 Gotcha!
49 Tube top
52 Printer's measures
53 Absurdly eccentric
55 "Camille" star
57 Secret observer
59 Countertenor
62 Speak from a soapbox
63 GI on the lam
64 Become tiresome
65 Peggy Lee classic
66 Blackthorn
67 Soil sweetener
68 Jacques of song
69 Sacred song

DOWN
1 "Tammy" singer Reynolds
2 Romantic involvements
3 Eurekas
4 Beer mug
5 Arsenal supplies
6 Great heap
7 Hole-maker
8 Expunges
9 Yield to pressure
10 Bronco prodder
11 Fall behind
12 OPEC product
13 Snoop
21 Stocking fiber
22 Fuss and pother
25 Half-goat man
26 Grimm beast
27 All in
30 Division of the psyche
32 Talk wildly
33 Deli pickle
34 Part of GTE
36 Summoned
37 Black, in verse
38 Sushi fish
39 Abalone eater
40 Contemptuous exclamation
41 Missouri tributary
45 Temple team member
46 Kickback
47 Goal maker
49 Creepy-__
50 Flowering
51 Ragweed's irritant
54 Scoundrel
56 Sloshing about
57 Golfer's warning
58 Present!
59 Punching tool
60 Honolulu garland
61 Highland topper



By Diane C. Baldwin
Columbia, MD

8/27/04

Thursday's Puzzle Solved

S	P	A	■	C	O	P	S	E	■	O	U	S	T	S
Y	E	N	■	R	U	R	A	L	■	S	P	A	W	N
N	E	T	■	A	T	O	L	L	■	A	T	R	I	A
C	R	E	A	T	I	V	E	A	R	G	U	I	N	G
■	■	■	B	E	N	■	■	■	O	E	R	■	■	■
A	R	E	A	■	G	A	P	E	D	■	N	O	S	E
L	E	A	S	T	■	R	A	S	E	D	■	Z	E	D
I	S	T	H	E	K	E	Y	T	O	A	L	O	N	G
B	I	O	■	D	O	N	E	E	■	M	A	N	T	A
I	N	N	S	■	R	A	R	E	R	■	N	E	A	R
■	■	■	E	R	A	■	■	■	F	T	A	■	■	■
L	A	S	T	I	N	G	M	A	R	R	I	A	G	E
O	M	I	T	S	■	R	U	P	E	E	■	M	O	M
R	I	F	L	E	■	A	S	S	A	Y	■	M	A	I
E	N	T	E	R	■	F	E	E	D	S	■	O	T	T

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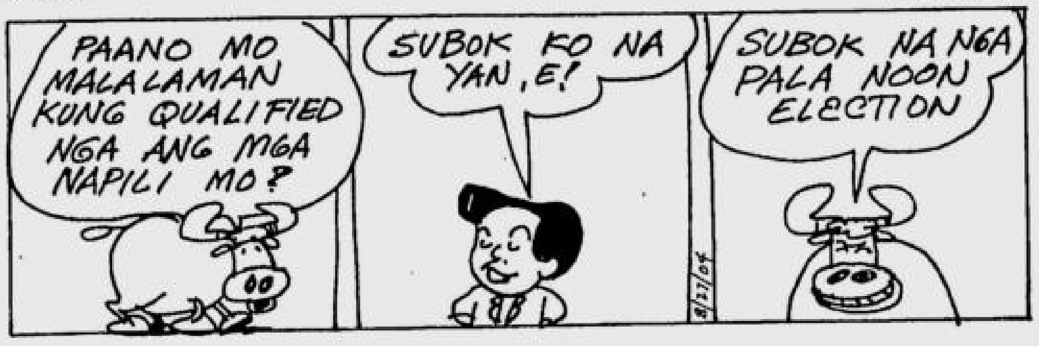
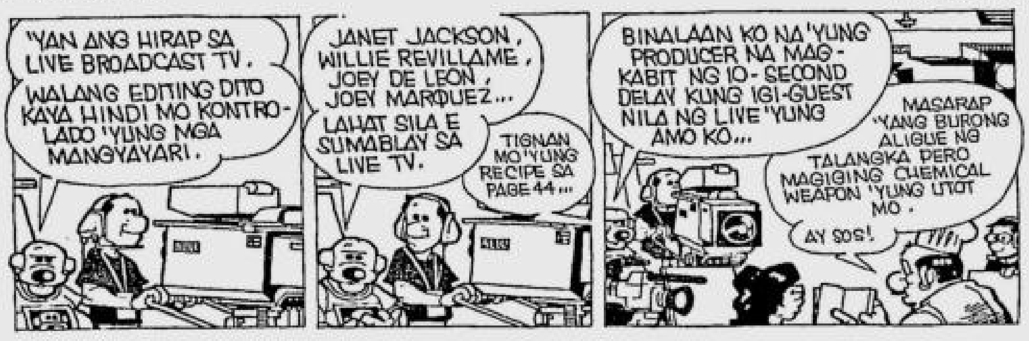
8/27/04

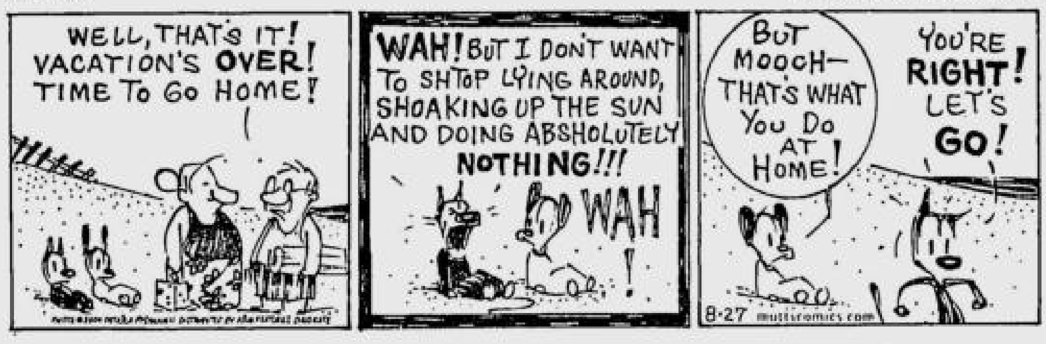
A. LIPIN BY JESS ABRERA


PAANO MO MALALAMAN KUNG QUALIFIED NGA ANG MGA NAPILI MO?
SUBOK KO NA YAN, E!
SUBOK NA NGA PALA NOON ELECTION
8/27/04

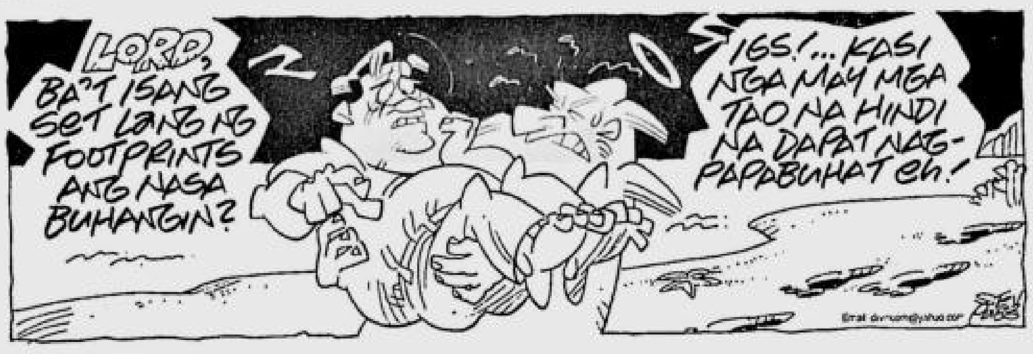
PUGAD BABOY BY P.M. JUNIOR


'YAN ANG HIRAP SA LIVE BROADCAST TV.
WALANG EDITING DITO KAYA HINDI MO KONTROLADO 'YUNG MGA MANGYAYARI.
JANET JACKSON, WILLIE REVILLAME, JOEY DE LEON, JOEY MARQUEZ...
LAHAT SILA E SUMABLAY SA LIVE TV.
TIGNAN MO 'YUNG RECIPE SA PAGE 44...
BINALAAN KO NA 'YUNG PRODUCER NA MAG-KABIT NG 10-SECOND DELAY KUNG IGI-GUEST NILA NG LIVE 'YUNG AMO KO...
MASARAP 'YANG BURONG ALIGUE NG TALANGKA PERO MAGIGING CHEMICAL WEAPON 'YUNG UTOT MO.
AY SOS!

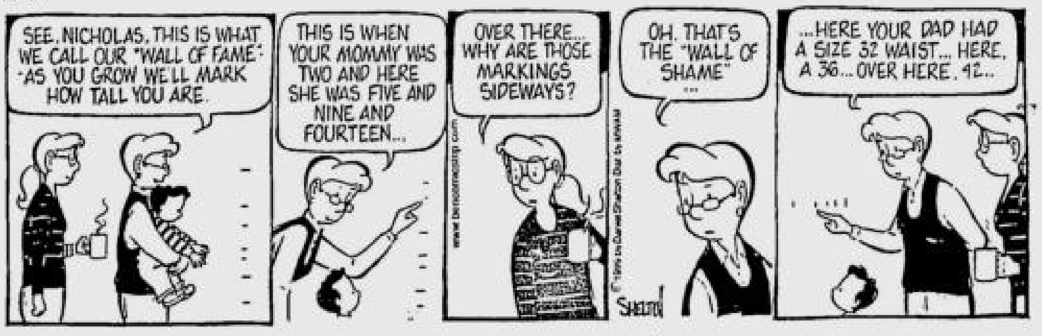
MUTTS BY PATRICK McDONNELL


WELL, THAT'S IT! VACATION'S OVER! TIME TO GO HOME!
WAH! BUT I DON'T WANT TO SHTOP LYING AROUND, SHOAKING UP THE SUN AND DOING ABSHOLUTELY NOTHING!!!
WAH!
BUT MOOCH— THAT'S WHAT YOU DO AT HOME!
YOU'RE RIGHT! LET'S GO!
8-27 muttscomics.com

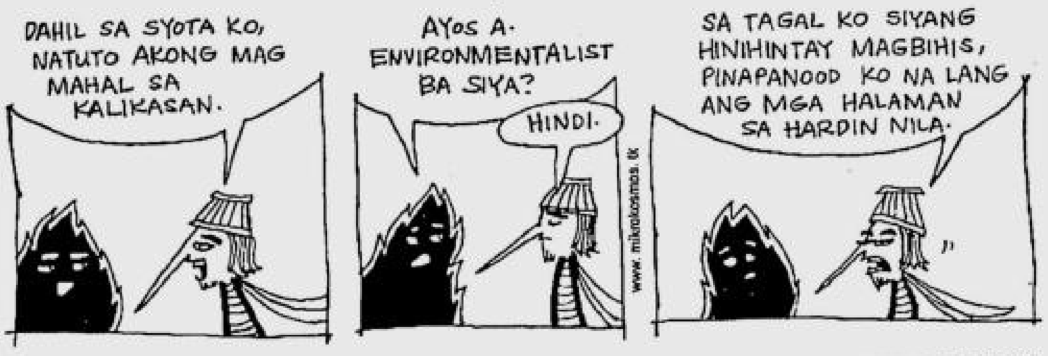
DIVINE COMEDY BY STEVEN PABALINAS


LORD, BA'T ISANG SET LANG NG FOOTPRINTS ANG NASA BUHANGIN?
IGS!... KASI NGA MAY MGA TAO NA HINDI NA DAPAT NAGPAPABUHAT EH!

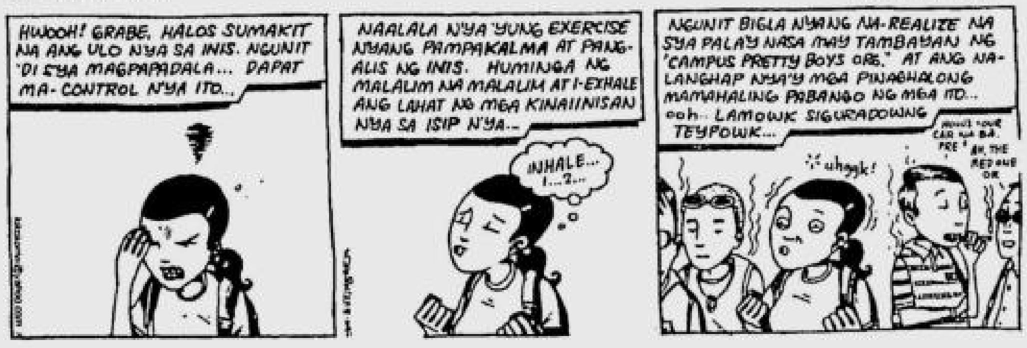
BEN BY DANIEL SHELTON


SEE, NICHOLAS, THIS IS WHAT WE CALL OUR "WALL OF FAME" - AS YOU GROW WE'LL MARK HOW TALL YOU ARE.
THIS IS WHEN YOUR MOMMY WAS TWO AND HERE SHE WAS FIVE AND NINE AND FOURTEEN...
OVER THERE... WHY ARE THOSE MARKINGS SIDEWAYS?
OH. THAT'S THE "WALL OF SHAME" ...
...HERE YOUR DAD HAD A SIZE 32 WAIST... HERE, A 36... OVER HERE, 42...

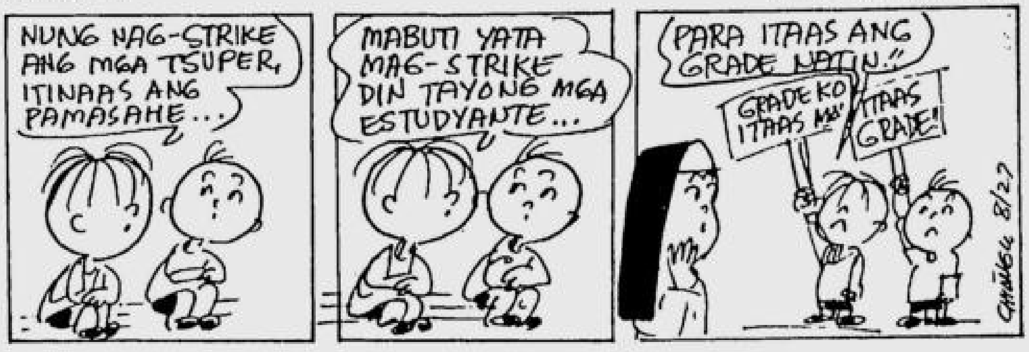
MIKROKOSMOS BY JOMIKE TEJIDO


DAHIL SA SYOTA KO, NATUTO AKONG MAG MAHAL SA KALIKASAN.
AYOS A. ENVIRONMENTALIST BA SIYA?
HINDI.
SA TAGAL KO SIYANG HINIHINTAY MAGBIHIS, PINAPANOOD KO NA LANG ANG MGA HALAMAN SA HARDIN NILA.
www.mikrokosmos.tk

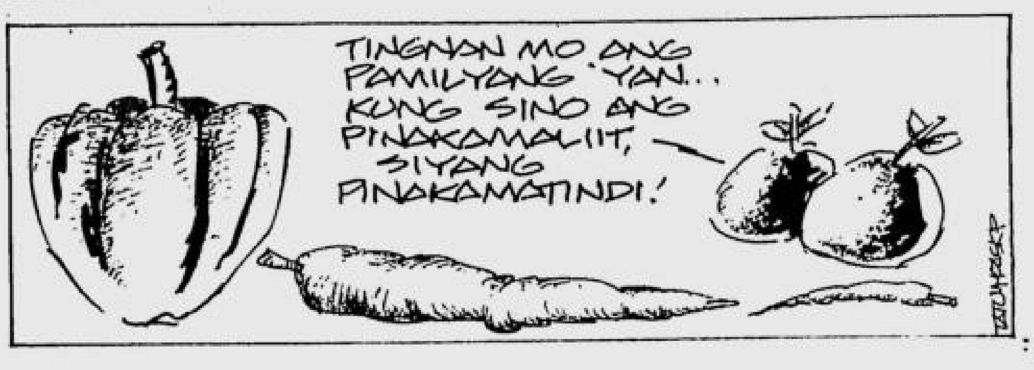
KIKO MACHINE BY MANIX ABRERA


HWOOH! GRABE, HALOS SUMAKIT NA ANG ULO NYA SA INIS. NGUNIT 'DI SYA MAGPAPADALA... DAPAT MA-CONTROL NYA ITO...
NAALALA NYA 'YUNG EXERCISE NYANG PAMPAKALMA AT PANG-ALIS NG INIS. HUMINGA NG MALALIM NA MALALIM AT I-EXHALE ANG LAHAT NG MGA KINAIINISAN NYA SA ISIP NYA...
INHALE... 1...2...
NGUNIT BIGLA NYANG NA-REALIZE NA SYA PALA'Y NASA MAY TAMBAYAN NG "CAMPUS PRETTY BOYS ORG." AT ANG NALANGHAP NYA'Y MGA PINAGHALONG MAMAHALING PABANGO NG MGA ITO... ooh.. LAMOWK SIGURADOWNG TEYPOWK...
uhggk!

LOVEKNOTS BY ELIZABETH CHIONGLO


NUNG NAG-STRIKE ANG MGA TSUPER, ITINAAS ANG PAMASAHE...
MABUTI YATA MAG-STRIKE DIN TAYONG MGA ESTUDYANTE...
PARA ITAAS ANG GRADE NATIN."
GRADE KO ITAAS MO!
ITAAS GRADE!
CHIONGLO 8/27

TULDOK BY PAPU AND TATUM MILAMBILING


TINGNAN MO ANG PAMILYANG 'YAN... KUNG SINO ANG PINAKAMALIIT, SIYANG PINAKAMATINDI!

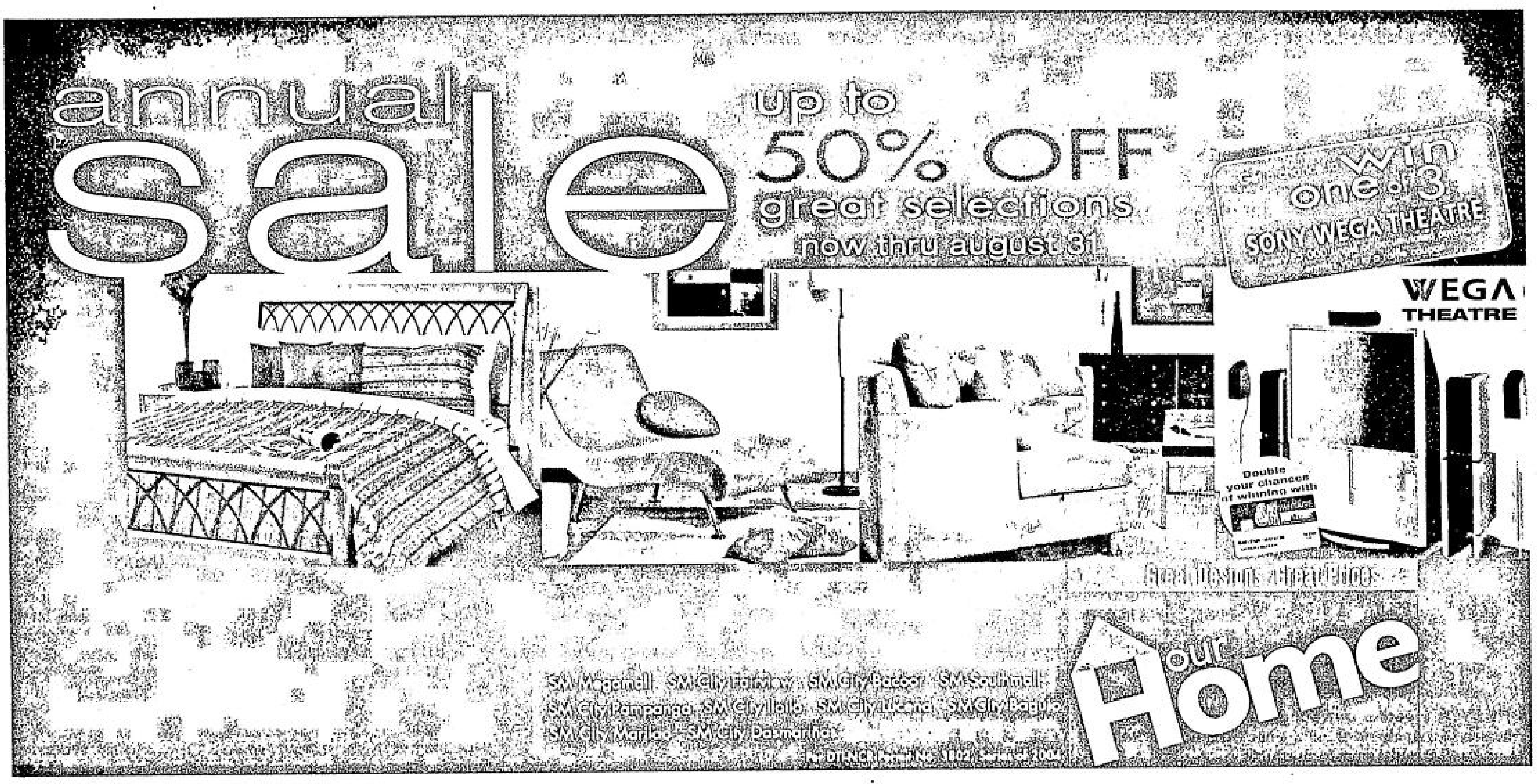
SHOPPING *Supplement*

Unilever, Shopwise make malling more fun

UNILEVER, together with Shopwise, recently treated women-shoppers at Festival Mall Alabang to a weekend of indulgence. Dubbed "Beauty Shindig! A Celebration of Glamorous Beauty Transformation", this was a two-day event with a Beauty Fair featuring stations where female shoppers had facial spas by Pond's, hair spas and blow dry care of Cream Silk and Lux Super Rich Shampoo, and hand massages using Vaseline Lotion. On the first day, mall-goers were also witness to two fashion shows, one on all-white clothing sponsored by Pond's and bright-colored clothes sponsored by Vaseline Lotion. The second day was equally fun and exciting that involved a videoke singing contest sponsored by Cream Silk and the day's highlight, "Glam .Star For A Day" where 10 ladies were given a head-to-toe make-over.

No less than Cricket Tantoco, executive vice president of Shopwise and Mark Ruiz, Unilever category management process group manager, opened "Beauty Shindig!" with a burst of petals and bubbles. Packed with celebrities during the opening, shoppers enjoyed the company of host Erika Fife, Francis and Lee of Pond's Beauty Powder Guess the Guy promo, and former beauty titlist and super model Abby Arenas. It was a visual feast for mall-goers with two fashion shows. The Pond's fashion show on all-white clothing entitled "Sashays in White" and "Color Symphony" that paraded clothes of vibrant hues and sponsored by Vaseline Lotion, showcased clothes from Space, Plains&Prints and Karimadon.

UNILEVER/ G4



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great selections
now thru august 31
win one of 3 SONY WEGA THEATRE
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Great Designs. Great Prices
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Per DTI-NCR Permit No. 1802, Series of 2004

osim
One on One
Italian
Travel Club
Una mas
cinderella
Penshoppe
Max's
Gingersnaps
shubizz
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GOLF
ESPRIT
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The Perfect Spot for a Shopping Hunt
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GREENHILLS SHOPPING CENTER
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Unilever, Shopwise make malling...

From page G3

Marina Benipayo hosted the second day's activities. Lea Salonga wannabes joined the Cream Silk Voice Challenge. Much like reality shows on television, the day's highlight was the "Glam Star For A Day" where 10 participants were given a makeover: make-up artist and image-consultants Abby Arenas and Eric Maningat did the hair and make-up of the 10 lucky women and spoke on hair-care, hairstyle, skin-care and make-up. Former beauty titlist and ramp model Patty Betita lectured on personality development while uber-model and columnist Apples Aberin taught the ladies on wardrobe dos and don'ts. Stage and TV actor Tommy Alvarado converted the ladies into instant models on the catwalk and taught them how to project on the ramp and in front of the cameras. Talent scouts were present and were on the look-out for future models.

"Beauty Shindig!" is the culminating event to conclude the Beauty Talks, a series of beauty sessions held for two months on weekends inside Shopwise Alabang in Glamorama, Shopwise's health and beauty section. Beauty Talks brought together mothers and housewives that comprised the majority of Shopwise WiseCard holders and young working women. The topics and beauty giveaways made the attendees actively participate in the discussions and demonstrations. The talks were conducted by beauty editors, former beauty-titlists, ramp and print models, hair and make-up artists and dermatologists. Topics touched on what most women are interested in currently: whitening that's good for their skin; how one can have whiter and clearer skin all over; the best wardrobe matches for corporate looks, Sunday wear and gimmick nights; and, tips on hair care and different hairstyles.

"Beauty Shindig!" and Beauty Talks were a collaboration of Shopwise, the first hypermarket in the country and Unilever Philippines, makers of leading personal care brands Cream Silk conditioners, Lux Super Rich shampoo, Vaseline Intensive Care lotion, and Pond's.

HEALTH & BEA
Cream Silk

UNILEVER, together with Shopwise, treated women-shoppers at Festival Mall Alabang to a weekend of indulgence with 'Beauty Shindig! A Celebration of Glamorous Beauty Transformation'.

Easy laundry for all: A guide to choosing washing machines

TIME flies so fast, and for busy moms, hours seem just like minutes. Business-minded, single, and urban professional moms have one thing in common: they face laundry qualms day in and out. Their worries are certainly valid. Sure, there are the household help, but frankly, a trusted and responsible one nowadays is hard to come by.

Laundromats flourish in Metro Manila, but with the economic hardships ahead, the service can get quite expensive to sustain. These dilemmas lead both single people and working moms to one solution: get a washing machine.

Surprisingly similar with mobile phones, washing machines have evolved into intelligent and smart pieces of equipment. Fully automatic washing machines are one-button laundry helpers. Incorporating a washer and a dryer in one tub, modern washing machines wash clothes real clean and spin-dries fabric ready for clothesline hanging.

"Many might think a laundry wonder like this costs a fortune. But it doesn't. A fully automatic washing machine price ranges from P9,000 to P14,000 depending on kilogram capacity. Plus, with 0-percent installment ongoing at stores like Abenson, you can even get it on installment for only P1500 per month for 6 months" says Marilet Suarez, marketing manager of Abenson.

"Abenson's latest service to its clientele is to offer a lower budget and the convenience of a washer and spinner, then a twin tub is an option. Unlike a fully automatic washer where the machine completes the whole laundry cycle, a twin tub has separate drums for washing and spinning. This means you transfer clothes to a spinner once the wash cycle is done. This type of washing machine ranges from P6,000-8,000. Brands such as LG, Samsung, Sharp, Whirlpool are reliable brands. These brands are available too at Abenson", she adds.

If you are really are on a tight budget but need a washing machine to get you by during the rainy season, a single tub washer is probably the solution. Ranging at only P2600 to about P4000, this type of washing machine can wash small laundry loads.

To have a good assortment of "laundry aides" to choose from, visit appliance stores. You can try out Abenson. It displays a wide selection of washing machines in different load capacities, sizes and colors. Abenson has several stores within Metro Manila.

However, before you do go out washing machine shopping, it is best to check on your laundry habits. Ask yourself these questions: How often do I wash clothes? In every washing is my laundry load big or small?

Know these and you are assured of getting the most appropriate washing machine for you and your family.

Citibank's Use Credit Wisely offers online advice

IN TODAY'S modern living, credit has become an integral part of virtually every person's life. But with credit comes a big responsibility, which is why Citibank, the country's largest foreign bank and the industry innovator in card products and services, recently launched Use Credit Wisely online.

Use Credit Wisely, which will be annexed to the Citibank Philippines website, marks a new milestone in Citibank's ongoing consumer education campaign as it offers a comprehensive reference guide on credit management.

"When Citibank entered the local credit card market in the early '90s, we knew that it was not enough to make the credit card accessible to many Filipinos. We also had the responsibility to educate the consumer on how to use this tool, and to use it wisely," says Citibank country business manager for global consumer banking Nina Aguas.

Citibank changed the credit landscape when it launched the local Citibank MasterCard in 1990. Where the plastic currency used to be limited to the upper class, Citibank leveled the playing field by lowering the minimum income requirement, and in the process, empowered the Filipino with a spending tool that is accepted in millions of establishments both locally and overseas.

Use Credit Wisely is a local adaptation of a website in the same name developed by Citibank in New York and is the first to be constructed outside the United States. It is an accomplishment that Citibank Philippines takes pride in as the bank will be able to share valuable financial information not only to Filipino consumers but to other Asians as well.

"The Use Credit Wisely website offers users a wealth of information on credit-from understanding this most powerful tool, to gaining financial control through responsible spending, to handling hard times, to preventing fraud and theft," adds Aguas.

Among the featured pages in the website include "Know the Rules," which gives users information on all things about credit and how credit cards work. In the "Spend Responsibly" page, one can find details on gaining financial control and handling hard times such as living with a disability or how to cope following a marriage breakdown.

In the "Be Protected" page, users are treated to information on fraud prevention, identity theft and knowing their legal rights.. Finally, there's "More on Credit" that alerts users on the latest credit information.

These, plus a host of other important credit tips, are but some of the information that one can find in Citibank's Use Credit Wisely website. Without doubt, the website will prove to be an invaluable tool to people who want to make the most out of their credit, while steering clear of financial crisis brought about by credit misuse.

To know more about the Use Credit Wisely website, simply log on to www.citibank.com.ph and click on the Use Credit Wisely button ad.

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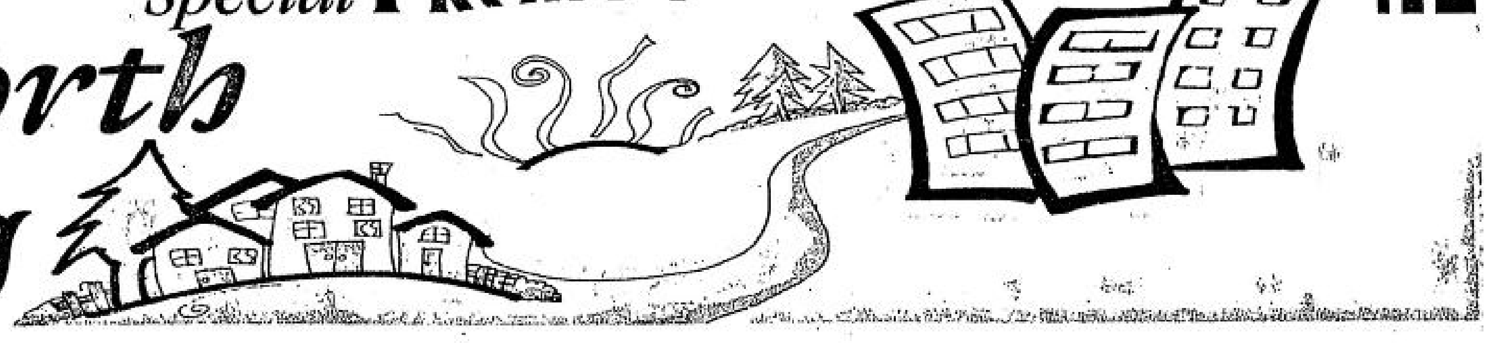


Spirit of camaraderie, happy anticipation bloom at Oriental Gardens turnover celebration

NO rain nor wind could dampen the high spirits of the proud owners of units at the Orchid tower of Oriental Gardens Makati during its recent topping-off ceremonies and "Welcome Home" party for all unit owners. The event included the formal key acceptance by the unit owners from Federal Land's first vice president for marketing Ramon H. Aldaba.

A total of 160 units were turned over, way ahead of the expected December schedule. That's five months earlier for the homeowners to move in and begin enjoying their new homes. Many are already in the furnishing stages by the respective owners and their own interior decorators of choice.

Some of the owners were pleasantly surprised to see the offerings in the project literatures were metamorphosed to a real setting-with luxurious appointments, specially the leisure areas where the moon-gate garden is located off the swimming pool, the full-service gym and the outdoor Thai-inspired gazebo on the podium level.

This early, owners who seem to instantly like their new neighbors are talking of community activities such as holding Sunday masses at the podium area, and possible cookouts in the spacious landscaped garden areas.

Young couples were particularly eyeing the cozy gazebo that became even more romantic with the lights dimmed by the mist of rain.

What perked the atmosphere even

SPIRIT/H3

A quaint retail village

A GROUNDBREAKING ceremony for the Ayala Westgrove Heights retail center was held to signal the beginning of the first phase of construction. The site blessing was officiated by Fr. Maliwat and attended by Ayala Land Inc executives Dela Rosa, Emilio Tumbocon and Jun Bisnar, AWH Village Association president Bobby Chan, CCG executive Gigi Sulit and consultant architect Toti de Guzman. The event also featured the first mango trade at Westgrove Plaza, which sold fresh mangoes and apples harvested in the area.

"The Westgrove Plaza will primarily serve the retail convenience requirements of residents of Ayala Westgrove Heights," says Jun Bisnar, Ayala Land Inc AVP for land and community development. "We want to have a retail area where residents can immediately buy items that they need for their daily requirements." The developers envision a quaint retail setting lined with small shops like a drugstore, a bookstore that will cater to village residents and students from nearby schools, a water station, food outlets, a flower shop, maybe a video rental store.

Consisting of three interconnected structures, the concept is to create a compact, intimate commercial space that will have the same scale and feel of the village, a sort of "village within village". As the first phase of construction begins by midyear, the many mango trees in the area will be preserved to provide a cool shade for shoppers and promenaders.

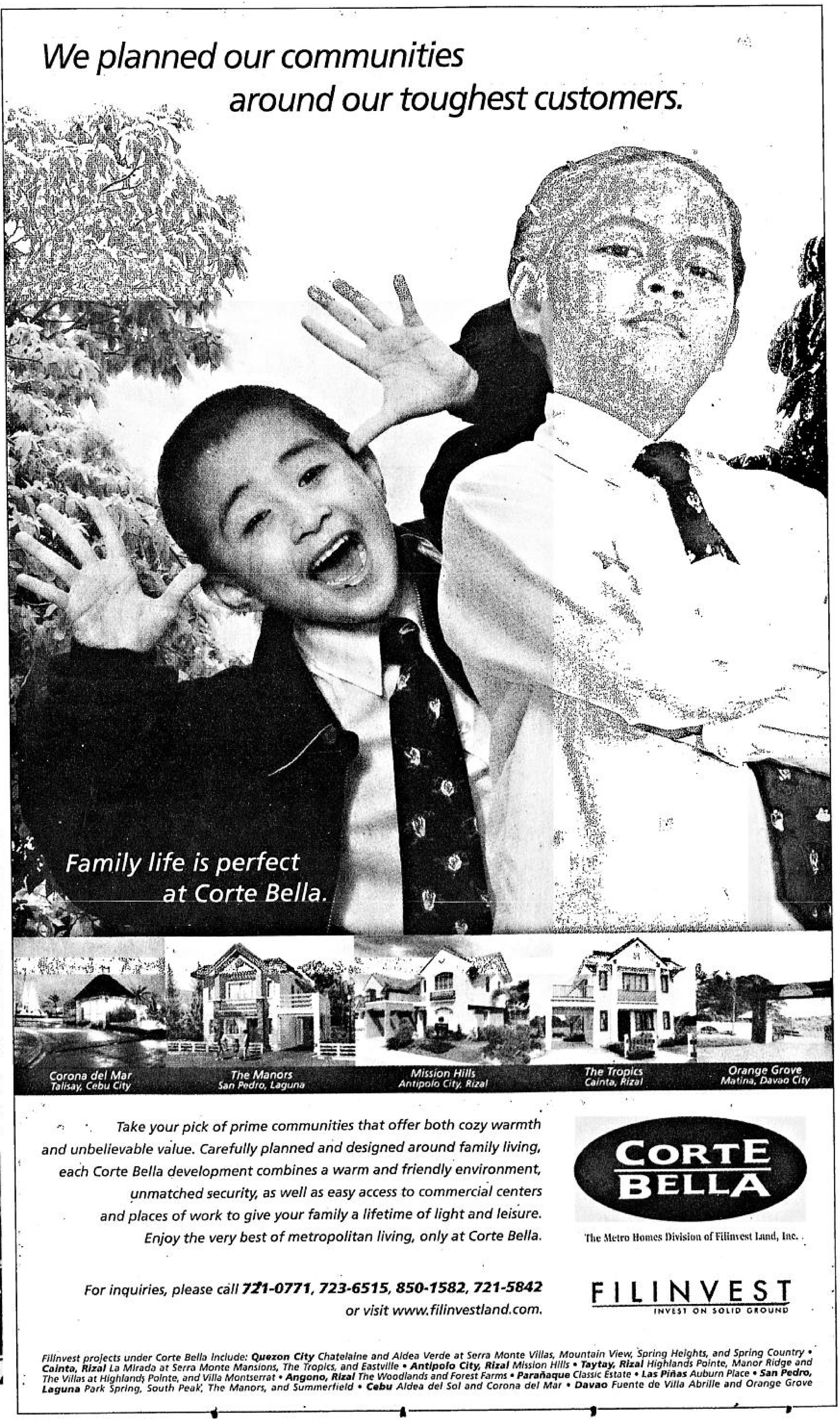
Sitting on more than 8,500 square meters of prime land, the Ayala Westgrove Heights Plaza is designed with a Mediterranean flavor. "The Westgrove Plaza is not your typical mall that looks like a box. The design is more highly articulated; the roof form is more elaborate. We try to vary some colors and inject a lot of elements that will come together to make the Westgrove Plaza very visually interesting," describes architect Joel Luna, Master Planner of Ayala Westgrove Heights.

The Westgrove Plaza will be built right beside the village main entrance across St. Scholastica's College, the next step in a continuing effort to build a complete community. "The Westgrove Plaza is tied in with another future amenity that we will put up in Westgrove later on and that's the church. So these components -- the retail area, the church, and the entrance to Ayala Westgrove Heights are supposed to simulate the traditional plazas that we have in the Philippines. This area will be the focus of the entire community where all major activities will happen," adds Luna.

According to Luna, "We've always seen Ayala Westgrove Heights as a primary home community so we had to put in all of these convenience features like the Plaza, the schools and recreational centers. But what makes Westgrove unique is having all of these facilities within a very natural setting, meaning you still have these tree groves, hills, valleys and views. So you're getting the best of both worlds."

For more details about Ayala Westgrove Heights and the Westgrove Plaza, call 848-5000 or email ayala-sales@ayalaland.com.ph or log on to www.ayalaland.com.ph.

THE FACADE of Ayala Westgrove Plaza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Rockwell's land management c balance of softscape and hards

"WE like to say we've got more green than glass," says Rockwell Land's vice president for technical services Nestor Omar Arce-Ignacio. It's true. Rockwell has grown more grass in all its 15.5 hectares than it has installed glass in the various edifices dotting the area. But it is more apt to say that the Rockwell has as much green space as asphalt, cement and buildings. Garden blocks exist in equal proportion to infrastructure. This is because Rockwell, which sits on what used to be a Meralco power plant site, was planned to become a community with a perfect balance of landscape and infrastructure.

"Rockwell Land allocated a large area for landscape and gardens because we want a perfect balance of softscape and hardscape," says Arce-Ignacio.

Rockwell Land CEO Tong Padilla avers that landscape is an important consideration in land use decisions for urban residential development. "Residential development is not just about creating buildings with amenities for the perfect lifestyle. It is also about creating a community of people living the perfect lifestyle in a safe, clean and healthy environment," he says.

During the early stages of Rockwell's development, the area had little or no trees, causing temperatures to rise beyond the level of tolerance. Rockwell Land then planted 110 assorted trees, 250 palm and coconut trees, 150 Acacias, 59 Mahoganies and 356 Indian trees. Close to a thousand trees later, the weather in Rockwell has cooled down significantly.

Padilla believes "it is important for developers to see the forest for the trees. People should enjoy the benefits of ecologically meaningful development." He explains, "An ecologically meaningful development applies quality land management. It balances the needs of the people for infrastructure while maintaining the integrity of the land. The benefit is this: you provide people with a nurturing human habitat, a place that makes it possible for people to breathe and reduce the stress of living in urban centers, and most importantly, a place that makes it possible for people to congregate and meet their neighbors. This kind of place cultivates a spirit of community."

Padilla describes Rockwell's landscape as a blossoming green city sustained by innovation and compliance with environmental standards. According to Integrated Property Services Inc estate manager Donato F. Solis, all wires and cables for electrical and communication distribution in Rockwell are placed underground. "You won't see a Meralco high-tension wire within Rockwell. When Rockwell was built, we had to relocate the existing high-tension electrical wires to the other side of the street," explains Solis.

"The center strictly implements waste segregation and daily garbage collection. It also operates a P127-million sewage treatment plant that treats wastewater before disposing effluent into the Pasig River," adds Solis.

Each building at Rockwell is connected to a network of sewage pipes, which carry wastewater to the center's sewage treatment facility.

Recycled water from the sewage treatment plant is supplied to the cooling towers that maintain Power Plant Mall's air conditioning system. Soon, recycled water will be used to irrigate the landscape areas within Rockwell. "Right now we are using potable water for our landscape sprinkler system. Instead of discharging most of the treated wastewater into the Pasig River, we will use it to irrigate our landscape. There is cost involved, but it will be cost-effective in the long run," says Solis.

Padilla says developers that comply with environmental standards are demonstrating corporate responsibility and assuring the market that they're in business for the long haul. "One way to demonstrate corporate responsibility is through compliance with environmental standards. The law requires developers to secure an Environmental Impact Assessment by the Department of Environment and Natural Resources (DENR) and the Laguna Lake Development Autho
fore construction begins. These a
require condominiums and subd
to have waste treatment facilities."

"There are about 2,000 firms i
Manila that discharge pollutants i
Pasig River and we are proud to
we are not one of them," Padilla s
cording to the DENR, the acceptabl
ty of wastewater that can be dis
into the Pasig River is 50 milligr
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BOD means Biological Oxygen
load or the amount of oxygen co
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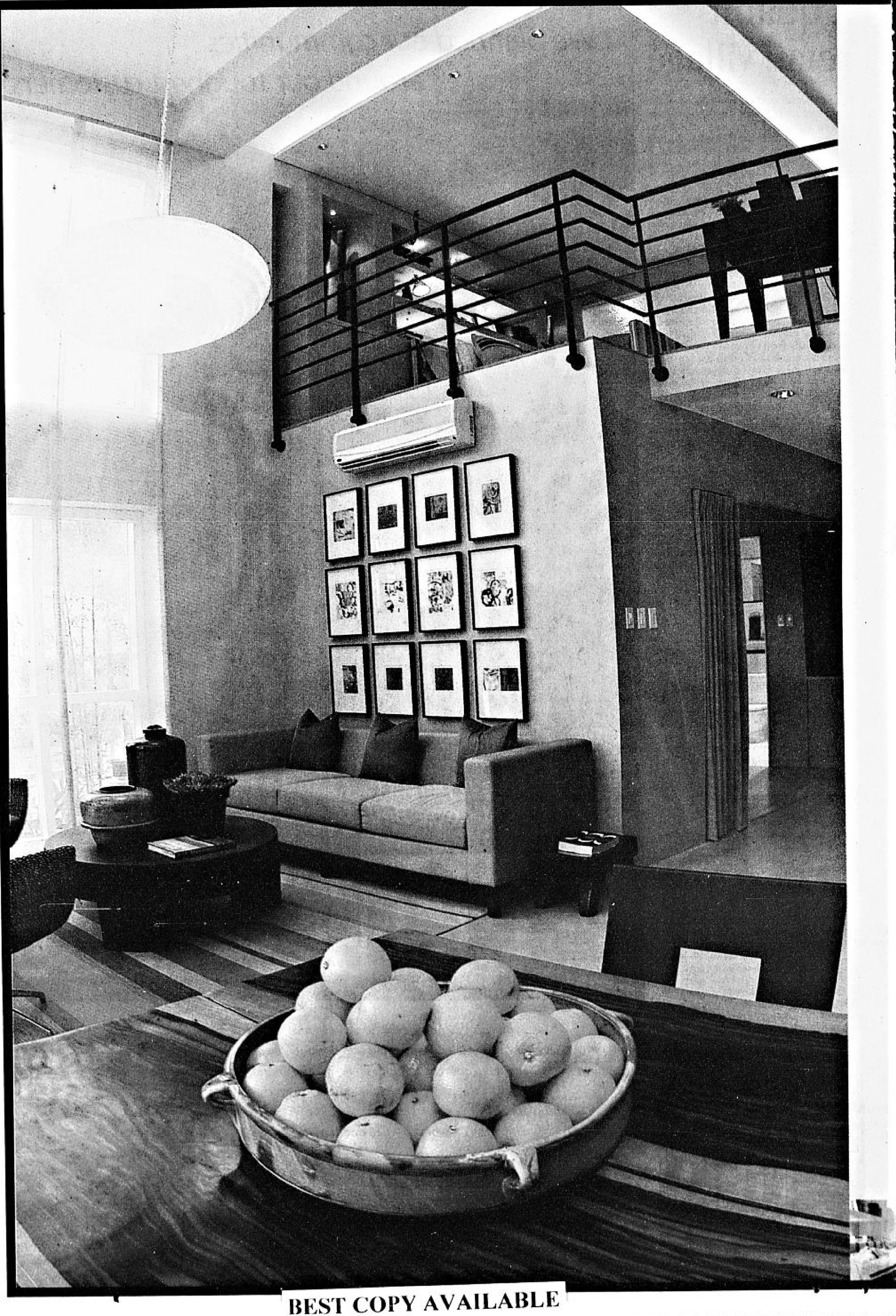

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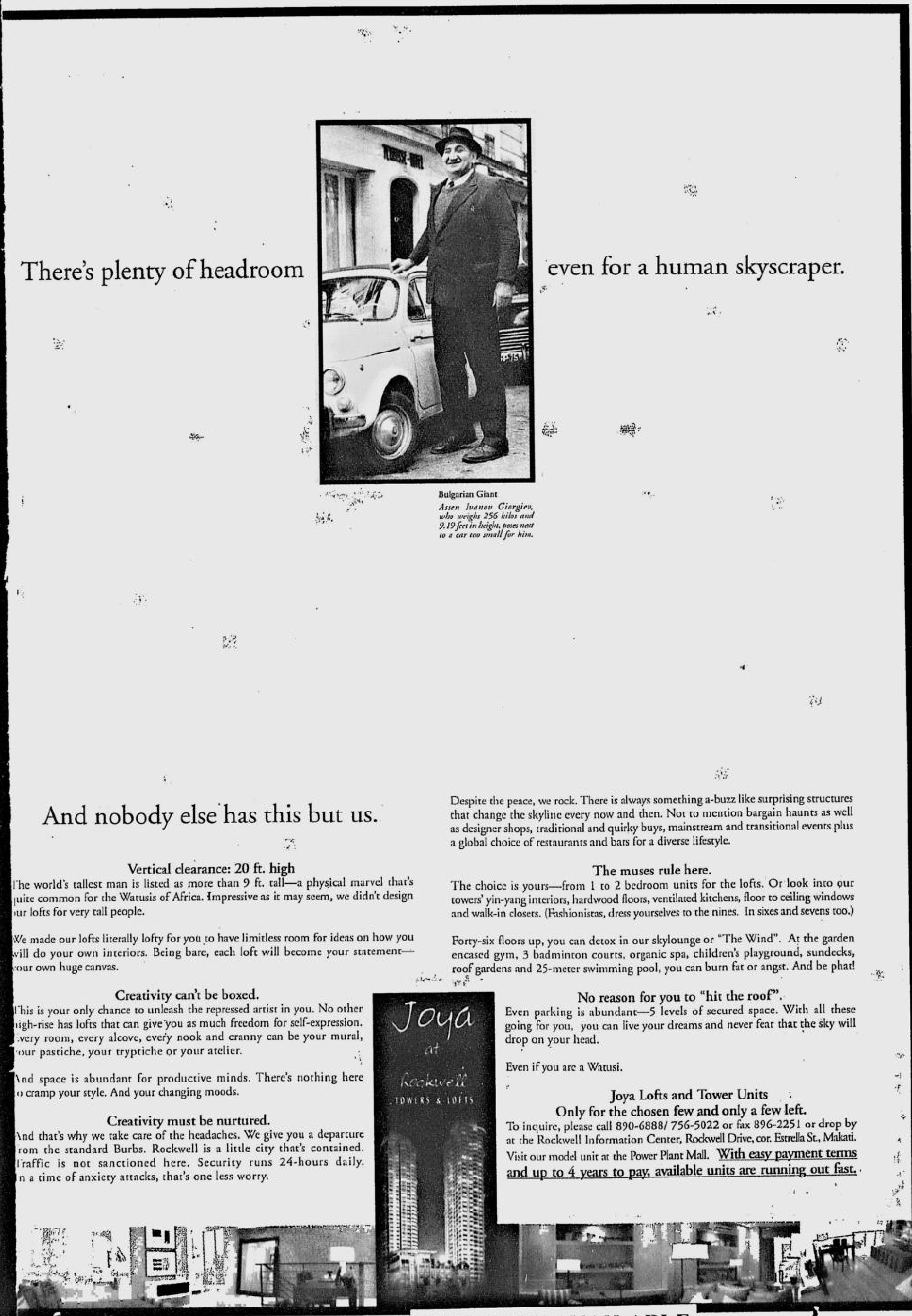
process of decomposition of organic matter (the higher the BOD, the more polluted the water is). TSS means Total Suspended Solids, or the solids floating on water.

Rockwell's sewage treatment plant, says Padilla, unloads effluent with only 20/20 BOD and TSS, way below the maximum level of 50/70 permitted by the DENR. A contractor monitors wastewater quality monthly.

He adds, "The Rockwell community has a stake in stemming the discharge of pollutants in the Pasig River because a community should be a safe and nurturing place to live in."

> Rockwell was planned to become a community with a perfect balance of landscape and infrastructure

SHOWN are Federal Land officers at the Oriental Gardens topping off ceremonies for Lotus Tower held Aug 12. From left: Ramon Aldaba, first vice president for sales and marketing, executive vice president Reynaldo Villar, Cheryl Arnold, assistant vice president for marketing, Alfred V. Ty, president, Jocy Kho, senior vice president and comptroller, Zenia Sy, assistant vice president for sales, and engineer Jose Talusan Jr, first vice president for property planning and development.



There's plenty of headroom even for a human skyscraper.

Bulgarian Giant
Assen Ivanov Giorgiev, who weighs 256 kilos and 9.19 feet in heigh, poses next to a car too small for him.

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Creativity must be nurtured.
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Despite the peace, we rock. There is always something a-buzz like surprising structures that change the skyline every now and then. Not to mention bargain haunts as well as designer shops, traditional and quirky buys, mainstream and transitional events plus a global choice of restaurants and bars for a diverse lifestyle.

The muses rule here.
The choice is yours—from 1 to 2 bedroom units for the lofts. Or look into our towers' yin-yang interiors, hardwood floors, ventilated kitchens, floor to ceiling windows and walk-in closets. (Fashionistas, dress yourselves to the nines. In sixes and sevens too.)

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Spirit...

From page H1

more were last-minute reservations for still available choice units, made frenzied by talks between brokers and their clients who were vying for the few remaining units, particularly those overlooking the sunset view of the west.

Last minute buyers include a penthouse unit owner who had just flown in from California, and executives in overseas postings but who would still want a place of their own here in their "home" country.

> Some of the owners were pleasantly surprised to see the offerings in the project literatures were metamorphosed to a real setting - with luxurious appointments, specially the leisure areas where the moon-gate garden is located off the swimming pool, the full-service gym and the outdoor Thai-inspired gazebo on the podium level

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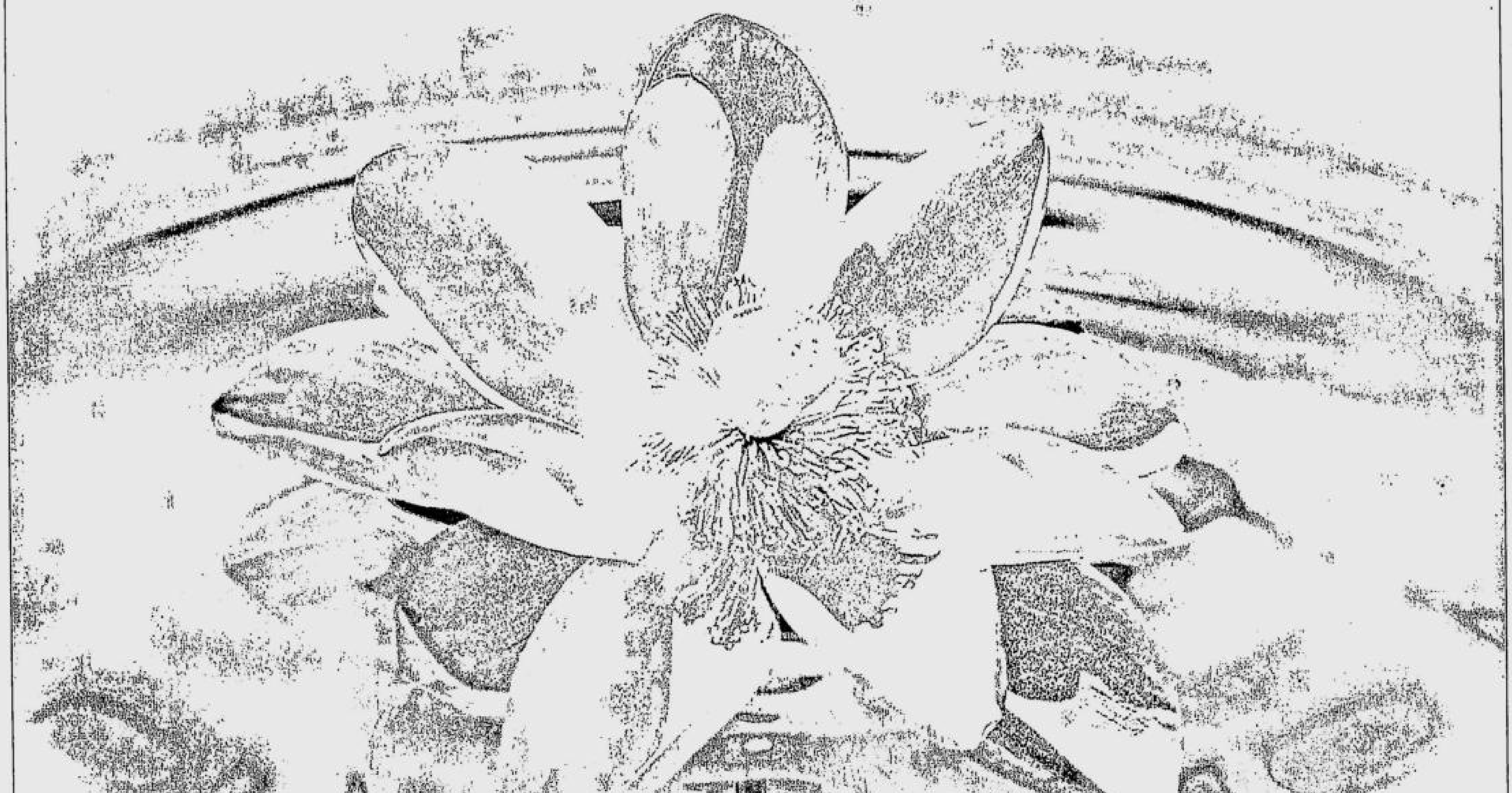

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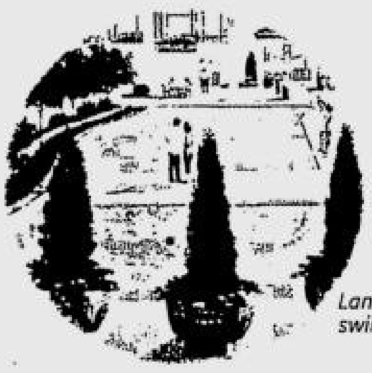

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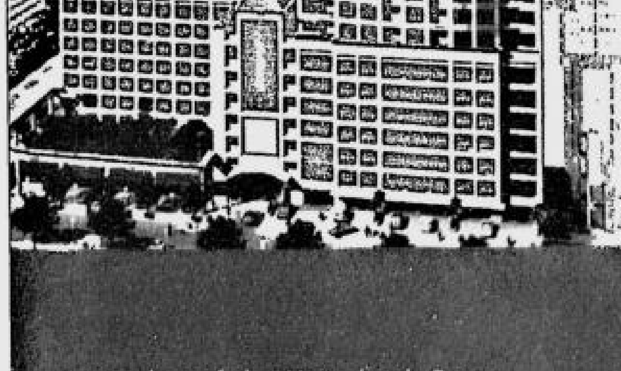

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CARS NOW PEDESTRIANS AT NIGHT

TOKYO—Japanese automaker Honda said Tuesday it had developed an "Intelligent Night Vision System," which uses "far infra-red" cameras fitted to cars to help drivers detect pedestrians and avoid accidents.

The system uses two cameras positioned in the front bumper to detect the position and movement of infra-red heat-emitting objects, such as people, and determine whether they are in or approaching the vehicle's path, the company said in a statement.

The system can judge whether the object is a person from its size and shape, and is the only system in the world that can warn the driver with onscreen and audible alarms of the presence of pedestrians who are either on the road or about to cross the vehicle's path, the company said.

Rival Toyota Motor Corp has developed a similar system using near infrared radiation to capture images, which are displayed in a driver heads-up display. General Motors Co also has a similar system using far infrared cameras, according to a spokeswoman for Honda.

"Given that 70 percent of all pedestrian fatalities are said to occur at night, the independently developed Intelligent Night Vision System addresses a vital problem," Honda said.

The new system will be available on the new model of the Honda Legend due to be released in Japan this autumn, the company said. *AFP*

SPEED GOES FAST AND FURIOUS

GET a load of some of mankind's finest creations as Speed Magazine puts the spotlight on today's supercars and superbikes. These road rockets exemplify the tagline, technology for the fast-paced lifestyle, thanks to their extraordinary performance as well as high levels of refinement and environmental friendliness.

Also in this fast and furious issue: the delectable new Mercedes Benz SLK 200 Kompressor on Pole Position, a showdown of mid-size sedans from Honda, Hyundai, Mazda, Mitsubishi, . Nissan and Toyota, and a sneak peek at the cars of tomorrow.

Talk the (tech) talk and walk the (tech) walk in The Tech Look, celebrate the art of industrial design in Form Factor and read the lowdown on 18 products tested this month. Plus, get regular features on high-tech gizmos, technologies and games!

Don't miss this supercharged August issue of Speed with Amanda Griffin on the cover. Get a copy of Speed Magazine at your favorite newsstands and bookstores now! For subscription inquiries, call 374-6771 to 75.

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WHEN BIGGER IS BETTER

By Ann Job

IN MOST cases, the first modification a performance enthusiast would undertake on his or her car is to replace the stock wheels and rims with bigger aftermarket wheels and tires. While others do it for aesthetic reasons, hard-core enthusiasts do it for a safer reason: Fitting larger wheels and tires actually improve driving performance.

The only parts of a vehicle that comes in contact with the pavement are the four tire contact patches. On a typical automobile equipped with stock 70-series tires, each contact patch is about the size of an orange. Those four little patches greatly affect the acceleration, turning and the stopping ability of a vehicle. With this factual data in mind, it is safe to say that the larger the tire contact patch, the better the vehicle will grip the road. This explains why racecars from F1 to touring cars have large diameter wheels and tires.

A CADILLAC Escalade shod in 24-inch Bazo rims and Nitto tires.

Emerging niche market

In the United States, the current trend for SUVs and light trucks owners is to replace stock wheels and rims with large 22 to 24-inch wheel and tire packages. This trend is visible in car magazines and rap videos with rappers showing off their SUVs fitted with large aftermarket tires. With the Filipinos' penchant for embracing anything popular from the Western market, local tuners are gradually swapping their stock wheels and rims with "Dubs" style wheel and tire packages.

In its aim of providing quality products to a growing segment of the automotive industry, Wheel Gallery Inc, the country's pioneer and largest importer of big size aftermarket wheels and tires, has made available the MB Motoring wheel brand for SUVs and America's preferred aftermarket performance tire, the Nitto NT555 and NT-404 Terra Grappler.

"The MB Motoring brand is a welcome addition to our wheel line up that includes Bazo, MKW, Diamo, Ace and Concept One. It is our response to the growing demand for bigger size wheels. It would further strengthen our dominance of the domestic aftermarket tuning segment," adds Sammy Liuson, president of Wheel Gallery.

Nitto is widely recognized in the US market and is the preferred choice of high-performance tuning firms such as RENNtech, Axis and endorsed by the National Import Racing Association (Nira).

The Nitto NT555 and NT-404 Terra Grappler feature some of the biggest contact patches available. The high tread block rigidity and high grip rubber compound provide superior traction, stable contact and reliable handling for total vehicle control.

"This type of tire offers greater mobility for both wet and dry surfaces. The unique tread design is for high speed stability and superb cornering performance," explains Liuson in describing the NT555. "Nitto has carved a respectable niche in the US market due to its flexibility in terms of performance in both street and track duties. Finally, here is an aftermarket tire suited for Philippine roads," adds Liuson.

For off-road enthusiasts, Wheel Gallery offers the NT-404 Terra Grappler. The tread pattern and staggered shoulder lugs assure traction in loose gravel, sand and muddy terrains. The Terra Grappler is specially designed for light trucks and SUVs. "This tire is popular with off-roaders," stresses Liuson.

PART of the Wheel Gallery showroom.

The MB Motoring brand is a popular aftermarket "Dubs" accessory. Like the Diamo, MKW and Bazo brands, the 22- to 24-inch MB Motoring line up fits most SUV brands available in the local market. "We even have a wheel and tire package that fits the Hummer," says Liuson, also recognized as the "Godfather" of the aftermarket mafia.

The aftermarket mafia is a group of young businessmen that specializes in aftermarket performance products and services. This exclusive group of entrepreneurs includes Atoy Llave of Atoy Paint and Bodykits; Benedict and Benett Go of Xenon Bulbs and Hummer Philippines and Arvin Lim of Makna marketing, distributor of Bilstein suspension systems and H&R springs.

The Nitto performance tire and MB Motoring are a welcome addition to Wheel Gallery's line up of aftermarket accessories. Its wide array of high performance accessories has made this once small shop in San Juan into a mecca for automotive enthusiasts. The rise in popularity of large diameter wheel and tire packages goes to show that when it comes to vehicle modification, the Filipino cannot be counted out.

AUG. 31 DEADLINE FOR ISUZU PROMO NEARS

ISUZU Philippines Corp (IPC) continuously showers with unmatched gifts and high-quality prizes its valued Isuzu Crosswind customers with its ongoing promo that will last up to Aug. 31-Loaded! The Isuzu Crosswind Win! Win! Win!

A lot of exciting treats and winning opportunities await privileged Isuzu Crosswind buyers and even prospective clients who will partake in the promo. Walk-in customers who will visit and inquire within the promo period will instantly be given free Isuzu premium items and as soon as they make a reservation, more prizes await them as they pick a prize at their Isuzu dealership.

Adding more excitement, the buying customer of any Isuzu Crosswind variant (XU-Vi, XUV, XTRM, XT, XL)-individual, corporate and government accounts-whether outright cash payment or financing-automatically receives a Carryboy Three (3)-Way Lock System. Plus, every purchase is an opportunity to win the following: five JVC Plasma TVs, six Shinco Portable DVD Players, seven Sony 40" Projection TVS, seven Pioneer Home Theatre Systems, eight Panasonic Video Cameras, eight Play Station 2, 10 Canon (A80) Digital Cameras, seven I-Pod MP3 Players and eight sets of Carryboy Massagers.

To top it all is the much-coveted chance of being an Isuzu Trooper owner-the Trooper being the major prize during the grand raffle draw.

Deadline for submission of entries for the grand raffle draw is on Aug. 31. Drawing of winners is scheduled on Sept. 10 at Isuzu Pasig with IPC officials and a DTI representative.

Hurry up and visit your nearest Isuzu dealership now. In Metro Manila, Isuzu dealerships can be found in Edsa Balintawak, Quezon Avenue, Commonwealth, Pasig, Manila, Makati and Alabang. In the provinces, Isuzu dealerships are located in Isabela, Pangasinan, Cabanatuan, Pampanga, Bulacan, Cavite, Batangas, San Pablo, Bacolod, Mandaue, Cebu, Cagayan de Oro and Davao.

NISSAN JAPAN CONGRATULATES UMC DEALERSHIP IN BACOLOD

VISITING marketing officials of Nissan Motor Co Ltd, headed by Mari Kato (center) together with Akihiro Nakanishi (right), recently awarded Nissan Bacolod with a quarterly citation for excellence in Customer Service. The plaque received by Nissan Bacolod's general manager Jojo Ponce (left) paid tribute to the dealership's outstanding performance in terms of customer follow-ups, Nissan Sales & Service Way Audit results, complaints handling, reportorial requirements and for attaining the highest average in the NSSW Customer Satisfaction Survey.

ONE-STOP-SHOP FOR TRUCKING NEEDS

FOR THOSE in need of original and quality replacement truck and trailer parts, Pioneer Trucks boasts of the largest parts inventory in the country today. As the authorized distributor of the International truck brand, Pioneer carries after sales spare parts and accessories that ranges from oil seals, truck body panels and lights, rims, brake pads to internal engine parts.

Aside from selling OEM parts, Pioneer also offers on-site repair and towing of broken down trucks. "We also do major overhauling work, under-chassis repair and truck restoration," says Benedict Go, president of Pioneer Trucks.

Pioneer Trucks is located along 318 G. Araneta Avenue, Quezon City. Call 731-4433/716-0348 for inquiries.

BMW OWNER WINS Z4 IN PROMO

WHEN Cecilia Komatzusaki bought her BMW, she never imagined that she would actually receive one more vehicle, a brand new BMW Z4-for free!

Komatzusaki qualified to participate in BMW Philippines' most exciting promotion to date, by purchasing a vehicle from Autohaus BMW in Quezon City. As part of its recent customer incentive in celebration of the third anniversary of BMW Philippines Corp, all those who purchased a brand new BMW from any of the five authorized dealers from March 5 until the end of May qualified for the raffle draw.

To discover sheer driving pleasure, call your nearest authorized BMW dealer today, or log on to www.bmw.com.ph for more information.

The elated Komatzusaki couple claimed their new BMW Z4 in the presence of Autohaus BMW vice president for new vehicle sales Mario Gloria, BMW Philippines sales and marketing director Baudouin Denis, Autohaus BMW sales executive Benedikt Llana, and Autohaus BMW sales manager Eric Afable.

Welcome to
Autohaus BMW

SHOWN are Mr and Ms Komatzusaki (3rd and 4th from right) beside their new BMW Z4. With them (from left) are Autohaus BMW vice president for new vehicle sales Mario Gloria, BMW Philippines sales and marketing director Baudouin Denis, Autohaus BMW sales executive Benedikt Llana, and Autohaus BMW sales manager Eric Afable.

TOYOTA TO BOOST OUTPUTS WORLDWIDE

TOKYO --Japan's top carmaker Toyota Motor said Tuesday it is considering boosting output at its domestic plants to meet rising demand worldwide.

Earlier in the day the business daily Nihon Keizai Shimbun said Toyota would invest some 50 billion yen ($460 million) by 2006 to increase its output capacity in Japan by 10 percent to 3.8 million units a year.

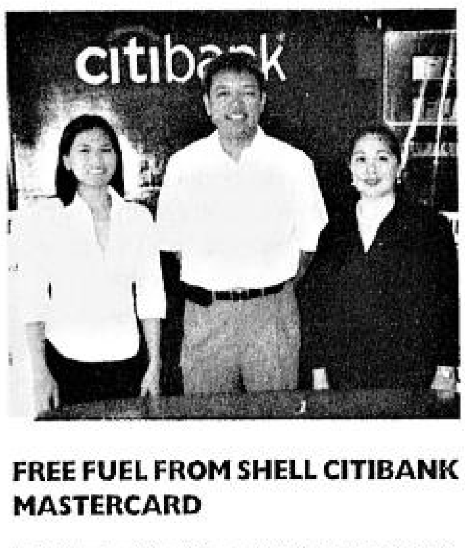
The major daily Asahi Shimbun also said Tuesday Toyota is planning to boost domestic output by 2006, adding it would be the first increase in 13 years.

A spokesman for Toyota declined to confirm the reports but said the company was considering raising output due to strong global demand.

"Demand for our cars is rising in Japan and abroad and we are considering boosting output to meet the demand from our customers," the spokesman said. He declined to give any details.

As Toyota's sales in Asia, Europe and the United States are expanding faster than production in those regions, the company has decided to make more vehicles here for export, the Nihon Keizai Shimbun said.

Toyota said last month it expects its global sales in 2004 to rise 9 percent to a record 6.61 million vehicles on the back of strong demand in Asia and Eastern Europe. *AFP*



FREE FUEL FROM SHELL CITIBANK MASTERCARD

A full tank of freebies await all approved applicants of Shell-Citibank MasterCard. The premiere credit card of motorists offers free fuel worth P500 for new Classic cardholders and P1,000 for new Gold cardholders. To get the free fuel, approved cardholders must charge a minimum of P6,000 worth of purchases, single or accumulated, to their Shell Citibank MasterCard within the first two months of their card issuance date. The free fuel may be redeemed at participating Shell service stations nationwide until Dec. 31. Other freebies exclusive to approved Shell Citibank MasterCard applicants include 2 percent rebate on Shell fuel prices and 0.5 percent rebate on all other charged purchases, free Wheelers Club membership and so much more. Plus, new to bank cardholders will also enjoy first year waived annual fees. Photo shows Sonya Perez, vice president for cards marketing acquisition of Citibank; Sammy de Guzman, vice president for retail, Pilipinas Shell Corp; and Judith Dayrit, director for member relations and marketing, MasterCard International

3 dream machines.
3 easy-own schemes.

23 DAYS

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PATROL
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FRONTIER P107,800* downpayment only
PATROL P368,000* downpayment only
URVAN P150,000* downpayment only

Owning a Nissan has never been this easy. A 50th anniversary offer from UMC.

MODEL	SRP	LOW DOWNPAYMENT		LOW MONTHLY	ZERO INTEREST	
		20% Downpayment	Actual Cash Out	Based on 50% D/P at 60 months	12 Mos. for downpayment as low as	18 Mos.
Nissan Frontier III 4x2 M/T (STD) 2.7S	739,000	147,800.00	107,800.00	7,927.00	20%	50%
Nissan Frontier III 4x2 M/T (Elite) 2.7E	865,000	173,000.00	133,000.00	9,441.00	20%	50%
Nissan Frontier III 4x2 A/T (Elite) 3.2AT	960,000	192,000.00	152,000.00	10,582.00	20%	50%
Nissan Patrol 4x4 A/T Gas	2,425,000	485,000.00	405,000.00	27,231.00	50%	
Nissan Patrol 4x4 A/T Diesel	2,335,000	467,000.00	387,000.00	26,150.00	50%	
Nissan Patrol 4x4 M/T Diesel	2,240,000	448,000.00	368,000.00	25,008.00	50%	
Nissan Urvan Escapade	990,000	198,000.00	158,000.00	10,943.00	20%	50%
Nissan Urvan Shuttle/VX	950,000	190,000.00	150,000.00	10,462.00	20%	50%

BPI FAMILY SAVINGS BANK

* Based on actual cash out of 20% low downpayment.
Subject to bank approval.

Promo period: Aug. 20 to Sept. 18, 2004 only.
Per DTI-NCR Permit No. 4232, series of 2004

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50 Universal Motors Corporation

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3 YEAR WARRANTY 100K KM

EXTENDED
until August 31, 2004*

Double the prizes.
Double your chances of winning!

GRAND RAFFLE DRAW IS ON SEPTEMBER 6, 2004*

- Promo is valid for participating Toyota Vehicle Purchases until August 31, 2004*
- Avail of FREE parts and services up to 10,000 kms. for the REVO and RAV4 through Toyota Financial Services special financing schemes*
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BUY ONE AND GET A CHANCE TO WIN ONE

Purchase any Toyota vehicle* to get a chance to win a brand new Toyota PREVIA or RAV4 4x4.

Take advantage of this fabulous offer!

RAV4
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For areas covered by Toyota Financial Services:

FINANCIAL SERVICES
FOR A TOYOTA, GO TO TOYOTA.

SPECIAL FINANCING SCHEMES FOR AS LOW AS ₱100,000 FOR THE RAV4 OR REVO!

- The REVO (all variants) and RAV4 can be purchased through attractive financing schemes through Toyota Financial Services.
- *Downpayment for as low as ₱100,000 for all variants.*
- Low monthly payments for the REVO DLX Gas at P7,291 at 50% downpayment at 60 months.
- Low monthly payments for the RAV4 4x4 A/T at P14,352 at 50% downpayment at 60 months.
- Now available, RAV4 4x2: Low monthly payments for the RAV4 4x2 M/T at P11,651 at 50% downpayment at 60 months.**
- Buyers who participate in this financing promotion will have more chances of winning in the raffle promotion.

REVO

VARIANT	SRP	LOW DP	12	18	24	36	48	60
REVO VX 2.0 GAS A/T	939,000	100,000	72,751	50,109	39,811	28,541	23,287	19,972
SR 1.8 GAS A/T	896,000	100,000	68,862	47,430	37,684	27,016	22,043	18,905
GSX 2.0 GAS A/T	847,000	100,000	64,430	44,378	35,261	25,279	20,626	17,688
GLX 1.8 GAS A/T	807,000	100,000	60,812	41,886	33,283	23,861	19,469	16,695
GL GAS	698,000	100,000	50,953	35,095	27,893	19,997	16,316	13,988
DLX GAS (15.08%dp)	663,000	100,000	47,788	32,915	26,162	18,756	15,303	13,119
DLX GAS (50%dp)	663,000	331,500	27,625	18,465	14,684	10,518	8,575	7,291
DLX DSL	690,000	100,000	50,230	34,597	27,497	19,713	16,084	13,789

RAV 4

VARIANT	SRP	DP	12	18	24	36	48	60
RAV4 4x4 (8.08%DP)	1,238,000	100,000	99,795	68,736	54,597	39,141	31,936	27,396
RAV4 4x4 (50%dp)	1,238,000	619,000	52,797	36,348	28,874	20,682	16,862	14,352
RAV4 4x2 (9.82%dp)**	1,018,000	100,000	79,897	55,031	43,718	31,342	25,572	21,934
RAV4 4x2 (50%dp)**	1,018,000	509,000	42,858	29,506	23,445	16,793	13,691	11,651

HERE'S HOW TO JOIN THE RAFFLE:

- For every purchase of any Toyota vehicle*, buyers would get the corresponding number of raffle coupons depending on the model purchased.
- Buyers should fill up the coupon with his/her name, address, age, telephone number, mobile number, model purchased, Sales Invoice Number, dealer outlet and affix their signature.
- Buyers may drop their coupons at the Toyota Dealer where they purchased the vehicle.
- Grand Raffle Draw is on September 6, 2004 at the Toyota Motor Philippines' Head Office at 31/F, GT Tower, Ayala Avenue corner Salcedo Sts., Makati City.
- See posters for details.

* *Except Corolla XL and Hilux DLX variants.*
** *As approved by DTI-NCR.*

Actual color may vary. Per DTI-NCR Permit No.3402 Series of 2004.

3 YEAR WARRANTY 100,000 KM

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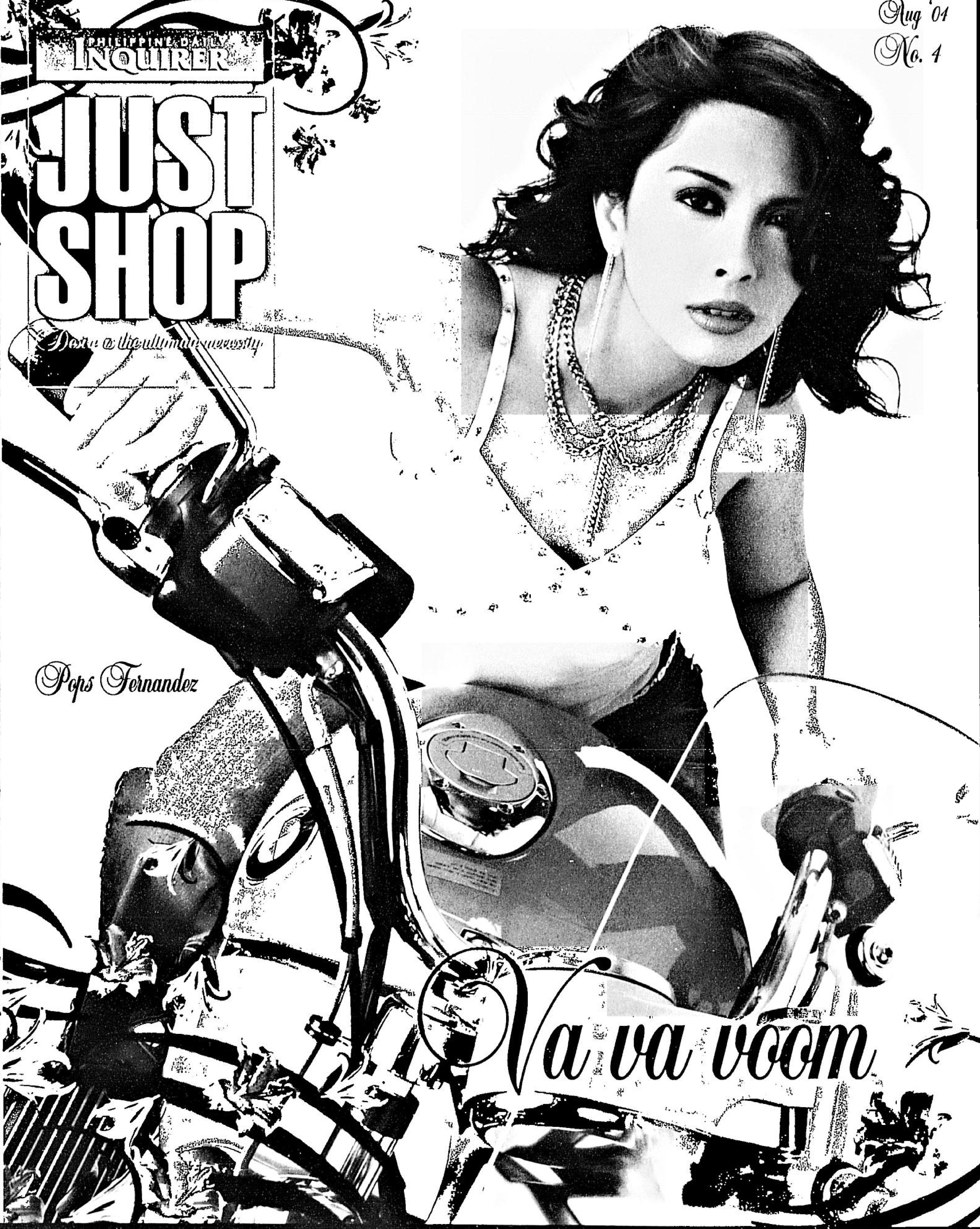
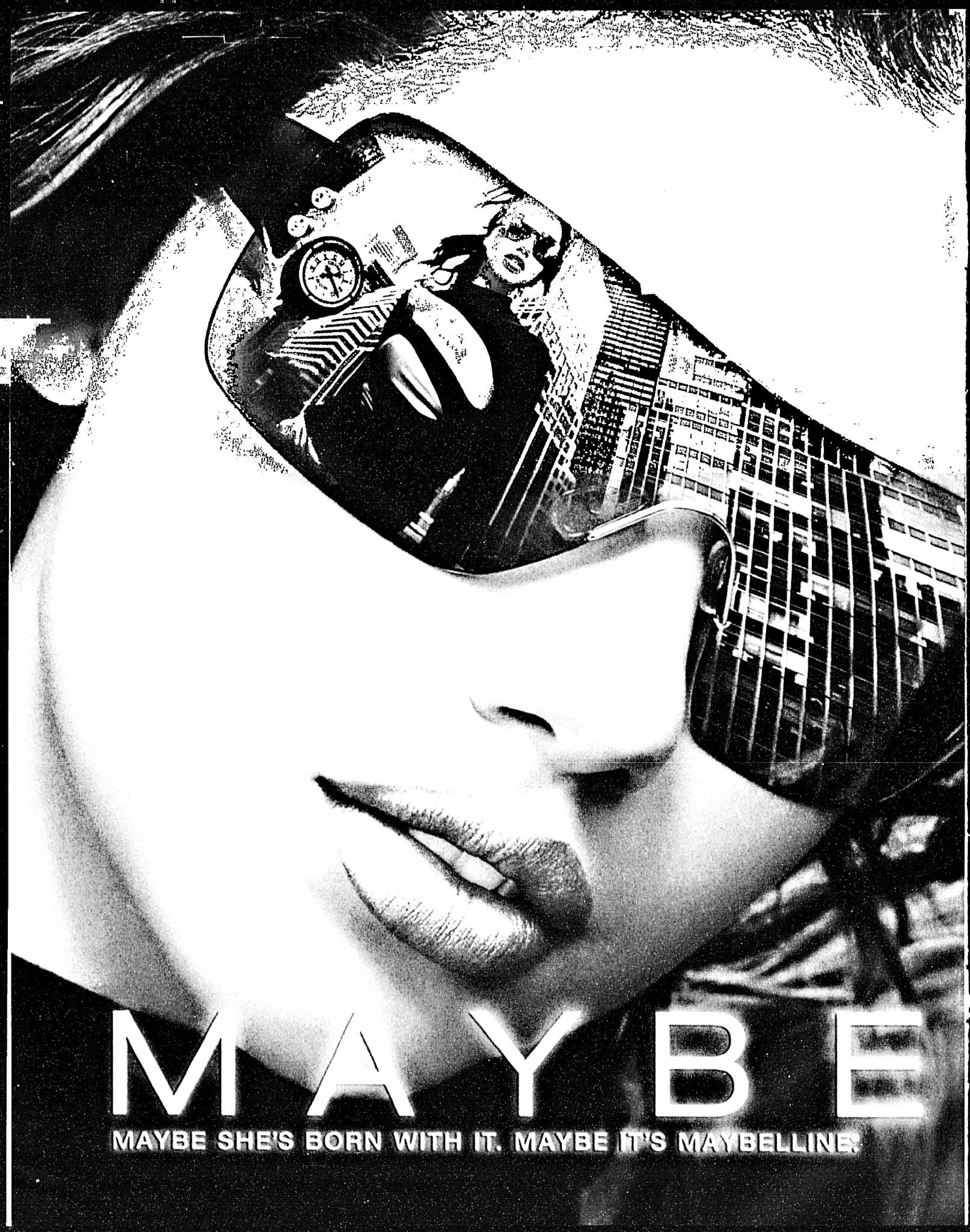
Aug '04
No. 4



Pops Fernandez

Va va voom


MAYBE
MAYBE SHE'S BORN WITH IT. MAYBE IT'S MAYBELLINE.

FLASH
THAT LASTS
SMOOTH LONGWEAR WITH COOL METAL-FLARE
NEW
forever metallics™
NEW YORK

Metal-powered color: Hyper-perle formula lights up lips, stays smooth hour after hour, without drying out. Lips look metaluminous all day.

Rx: Lipstick

creative director
JENNI EPPERSON

design
RICHARD PEREZ
fashion assistant
KATRINA CRUZ

Philippine Daily Inquirer
Lifestyle Editor
CHELO BANAL-FORMOSO

EACH PEACH MASSAGE BAR

You'll love this! It replaced my massage oil because of its fruity scent and non-greasy after feel. **LUSH** Each Peach Massage Bar, P345.

As if raiding every shopping corner is not "shopaholic" enough for me, I had to be a drugstore junkie too. Mercury Drug is another convenient (therapeutic?) stop. I purchase my "usuals" (my allergy pills, my daughter's vitamins, and my hubby's Kremil-S) but I also wander off to the other enticing aisles (anything with fashion and beauty loot, basically). This is where I find my other musts: **Nivea** body lotion, **Cetaphil** facial cleanser and moisturizer and **Maybelline** Eyebrow Duo. Plus I also get to check out the latest papaya soap---and there's bound to be a "latest" each week...amazing!

One of Manila's most in-demand makeup artists, **Juan Sarte**, and our cover girl, concert queen and **Shangri-la Mall** endorser **Pops Fernandez**, share the same penchant for buying beauty products in drugstores and groceries. They're big Target and K-Mart fans; hours upon hours are spent buying sponges, Q-tips and other beauty finds...in bulk, take note.

And why shouldn't we adore these drugstore beauty stalls? Imagine: you've got the colds and you only have to make one stop for your quick fix of vitamin C and **Maybelline** lipstick (feeling under the weather doesn't mean you should look it!).

But I must admit that if it's an ultimate *kikay* fest you're after, the **Rustan's** cosmetics department is your best bet. Who could resist a fab beauty makeover courtesy of highly-trained, friendly (not nosy) beauty consultants. **Tina Tinio's Shu Uemura** team tops the list; her staff is qualified to answer any beauty product query you might have (trust me, I've asked dozens). A day's pampering at *mother* Henri's **H-Salon** in Rustan's works wonders too. The whole beauty indulgence usually starts with a good hair cut, hair color, *panicure* (panic manicure/pedicure) and ends with a relaxing backrub.

As you may have noticed, I've got my beauty routine all mapped out for me. I'm a creature of habit when it comes to buying beauty basics; I stick to what works for me. But while I was working on this beauty special, I discovered new products that I actually loved. They've even replaced some of my staples! I've realized that venturing into uncharted territory (in this case uncharted eyeshadows) can lead you to delightful awakenings. So let me guide you through these amazing finds: discover how you can look "young" in *Hey Baby*, find out how the season's "IT" color can work for you in *Blues Play*, and learn the beauty secrets of top beauty editors in *Beautilicious*. In the end, you've got one veritable (beauty) treasure chest.

Mabuhay, beautiful people!

The Cover

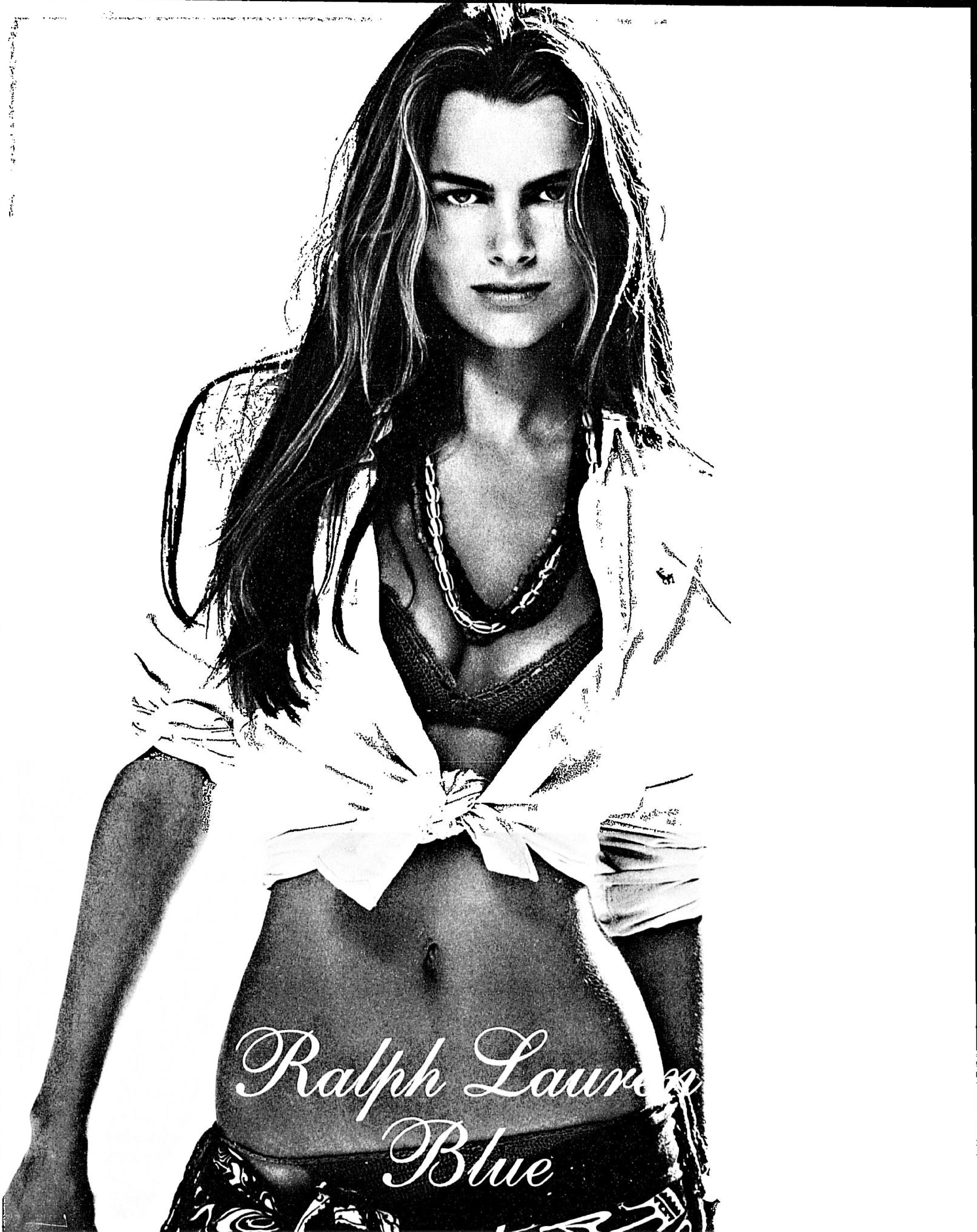
Photography **TOM EPPERSON**
Digital Retouching **RICHARD PEREZ**
Styling **JENNI EPPERSON**
Hair and Makeup **JUAN SARTE III**
Model **POPS FERNANDEZ**
The 2004 **BMW** R1200 C Montauk in Champagne Metallic. See authorized dealer in Directory page.

DKNY top, P4,450
ESCADA SPORT jeans, P36,850
Earrings, P998; necklace, P1,798 both from **GUESS?**

totally JUICY
mango Taffy Pore Strips
pampering
MOISTURE MASK
Sun25
Shea

Product photography **RICHARD PEREZ**
(Front row L to R): **AROMASPA** PAMPERING CAPE YORK LILY MOISTURISING BODY WASH, P355, **PCX**. **ESTÉE LAUDER** RE-NUTRIV ULTIMATE LIFTING EYE CREME, P5,350, **RUSTAN'S**. **TERRANOVA** SHEA BUTTER RENEWING MASSAGE & BODY OIL, P875, **BEAUTY BAR**. (Back row L to R): **MURAD** RESURGENCE RENEWING EYE CREAM, P3,500, **ESSENSES** **(pH)BEAUTY** TOTALLY JUICY MANGO TAFFY PORE STRIPS, P189.75, **PCX.** **CLARINS** TONING BODY BALM, P1,650, **RUSTAN'S** **LANCÔME** SÓLEIL FLASH BRONZER SELF-TANNING MAGIC MOUSSE, P2,400, **RUSTAN'S**. **THE BODYSHOP** BRAZIL NUT MOISTURE MASK, P595. **MARKS & SPENCER** SUN25 MOISTURISING SUN SPRAY, P795.

I'd love to get your comments or suggestions. E-mail me at jenni_shops@inquirer.com.ph or text INQUIRER JSHOP NAME/CITY/MESSAGE to 2207 for Globe or 283 for Smart subscribers.


Ralph Lauren
Blue

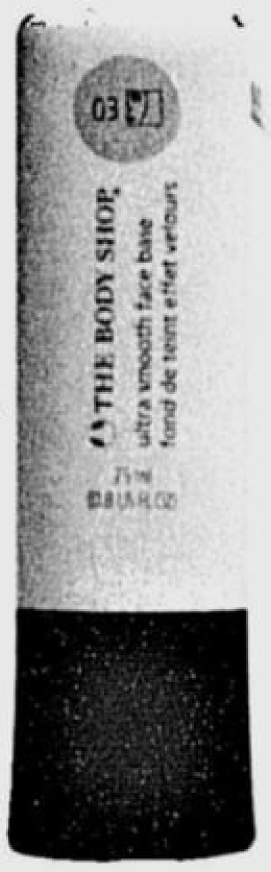
Hey baby!

Create that charming ingenue with makeup fit for girls who always get their way.

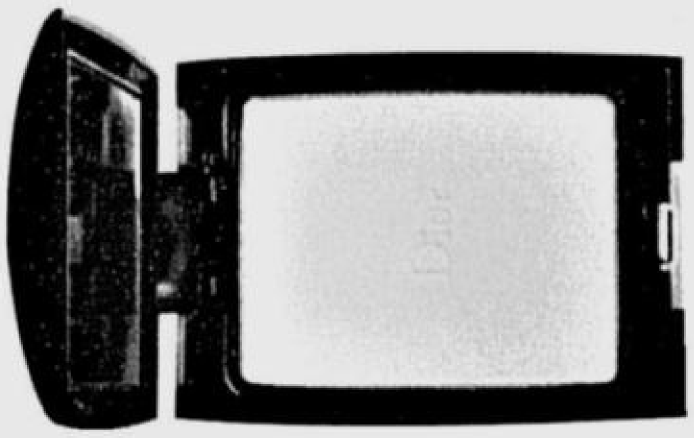
face

MAXFACTOR COLOUR ADAPT SKIN TONE ADAPTING MAKEUP, P700, **RUSTAN'S**

BOBBI BROWN SMOOTH SKIN FOUNDATION, P2,000, **RUSTAN'S**

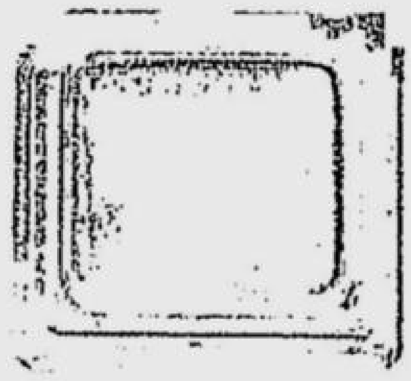


THE BODY SHOP ULTRA SMOOTH FACE BASE, P895

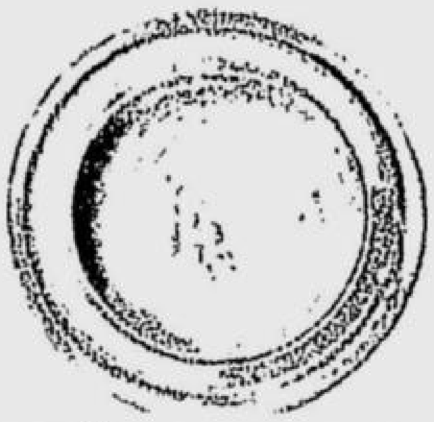


CHRISTIAN DIOR DIORSKIN LASTING UV ALL-DAY SHINE CONTROL LUCENT MAKEUP, P1,950, **RUSTAN'S**

eyes

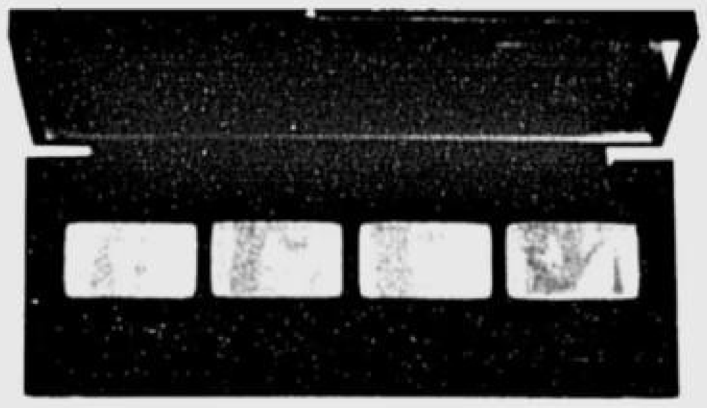


SHU UEMURA PRESSED EYE SHADOW in P Orange, P1,225, **RUSTAN'S**



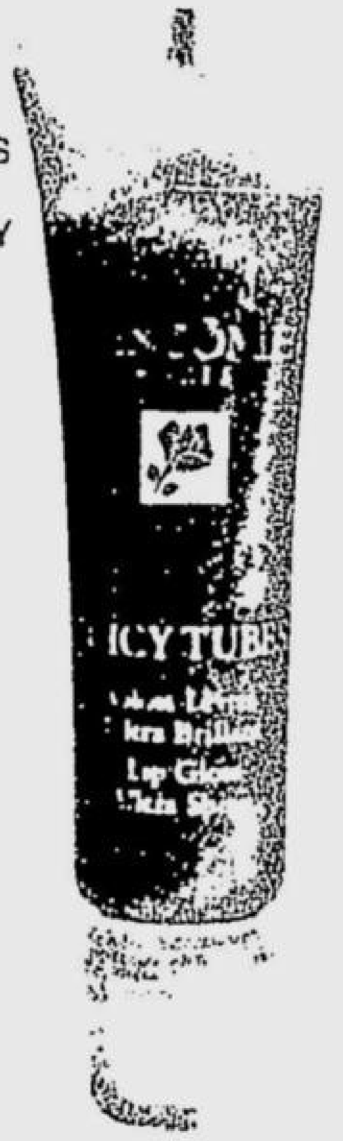
ESTÉE LAUDER PURE COLOR COOL EYE MOUSSE in Cool Sky, P1,200, **RUSTAN'S**

PRESCRIPTIVES SEA PEARLS SHIMMERING EYE COLOR in Blue Surf, P800, **RUSTAN'S**

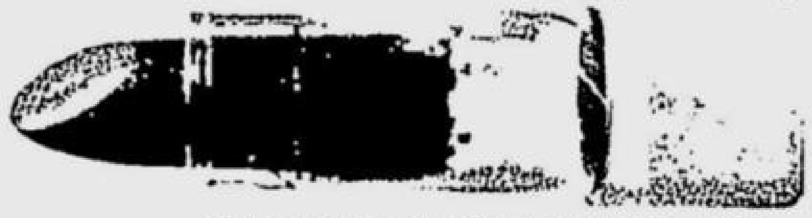


SMASHBOX COSMETICS SLIDE SHOW LIP AND EYE PALETTE, P2,350, **BEAUTY BAR**

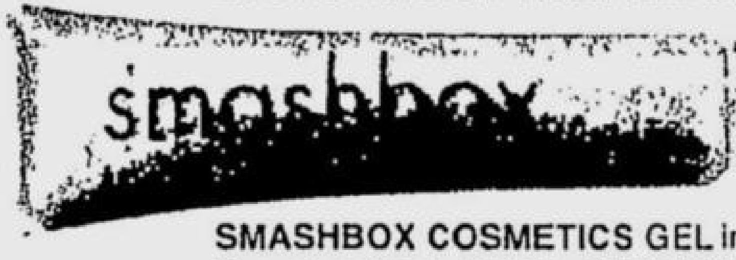
lips



LANCÔME JUICY TUBES LIP GLOSS ULTRA SHINY in Fraise, P1,150, **RUSTAN'S**



SHU UEMURA LOLISHINE ROUGE LIPSTICK in 919, P1,125, **RUSTAN'S**



SMASHBOX COSMETICS GEL in Smashing Tint, P1,150, **BEAUTY BAR**

THE BODY SHOP LIP GLOSS SWIRL in 02, P395

get thE lOok

- Get a clean youthful glow with barely-there foundation applied only on areas where it's needed
- Let your eyes twinkle in enthusiasm with pastel shades of eye shadows mixed with iridescent neutral colors
- Get rosy flushed cheeks with a sweet blusher applied to the apples of the cheeks, concentrating most of the color under the eyes
- Purse your lips in childlike pouts with sheer glossy lip color in different shades of pink to amplify the natural color of your lips.

Photography **RICHARD PEREZ** Styling **KATRINA CRUZ**
Hair and Makeup **BENJIE ANGELES** Model **NICOLE HERNANDEZ** of Admate

Life's a thrill!
Unexpected finds. Sweet discoveries. Dazzling fashion.
Amazing food. Astounding art. And shows that'll
take your breath away! Get tickled. Get all excited.
Discover all-new choices at the Shang. Ain't it just a thrill?
Shangri-La Plaza

Beautilicious

Perched in heels with pen and paper in tow, these three ladies scour endless counters to unearth your best beauty essentials.

Melanie Cuevas
Associate Beauty Editor, Metro Magazine

Being a Beauty Editor means...
knowing everything there is to know about beauty. With the explosion of so many different products, treatments, salons, not to mention surgical procedures that all claim to be effective or "revolutionary," it's our job as beauty editors to cut through the hype and give simple, straightforward solutions and reliable information.

I would often be seen scouring the beauty counters of...
Essenses at Rustan's Makati - If not for **Nars, Phyto** or **Korres** stuff, I sometimes get my nails done at **Nail Spa** or have a green tea shake and a chicken and macadamia nut sandwich at the cafe.

Even I have committed the mistake of...
Being duped into buying a certain "cult cream" to moisturize my skin.

Accept the fact that you have to splurge on...
skincare, haircut and color.

But can scrimp on...
shampoo, cleanser, body lotion and makeup. There are a lot of reliable brands out there to choose from: **Nivea** and **Johnson's & Johnson's** have good body products. For makeup, brands like **Revlon, L'Oreal** and **Fasio** (at Essenses) have good textures and colors.

But no matter how much I hate to admit it...
I believe beauty also comes from within – but a little vanity won't hurt. Beautifying oneself may seem too superficial for others, but if you are happy with your appearance, you become more confident and therefore, achieve and perform better.

Vicky Tensuan
Beauty Editor, Mega Magazine

Being a Beauty Editor means...
1) Having to attend a whirlwind of activities and building good business relationships with the magazine's clients,
2) Having to conceptualize stories & shoots the freshest way possible every month,
3) Reporting trends & developments in the field of beauty-- that means having to cover fluffy stuff from latest makeup shades to building a product's credibility by way of science & technology.

I would often be seen scouring the beauty counters of...
Shiseido, Mac, Nars, L'Occitane, Shu Uemura, Laura Mercier

My speed dial contain the numbers of...
my husband's and **Henri Calayag's**

The best beauty buys are:
Skincare: **Shiseido** white lucent skin care line and **Shu Uemura** TTL defender;
Body: **Origins** the incredible spreadable;
Makeup: **Nars** blush in orgasm

Accept the fact that you have to splurge on...
a massage, at least twice a month! other than being well rested, it gives you that glow you can't get from makeup.

But can scrimp on...
lipstick, blush, eye shadow, styling products for the hair

But no matter how much I hate to admit it...
beauty maintenance is far from vanity. It's a necessity for good health and good well being!

Agoo Bengzon
Beauty Editor, Preview Magazine

Being a Beauty Editor means...
having more to spend on fashion since all the beauty stuff's free.

I would often be seen scouring the beauty counters of...
Shu Uemura, Bobbi Brown, NARS, Clarins, and Origins

Loving this job means loving...
trying anything and everything on yourself—even if your skin ends up breaking out in the process.

For the sake of vanity I...
use tissue to dry my body after bathing—it's so much more hygienic!

It's a crime to go to sleep without...
eye cream!

My speed dial contain the numbers of...
Jenny Teves of Rustan's, **Tina Tinio** of Shu Uemura, **Jude Hipolito** of Kaizen, and **Pauline Suaco–Juan** (my boss)

The best beauty buys are:
Makeup: **Shiseido** Lasting Lift Mascara,
Skincare: **Dermalogica** Eye Care SPF 15,
Body: **Clarins Lift** Minceur

Accept the fact that you have to splurge on...
a good moisturizer, SPF, and eye cream

But can scrimp on...
lipsticks and eye shadows

Believe that beauty is...
accepting your flaws, and looking and feeling fantastic about yourself

But no matter how much I hate to admit it...
I still look a hell of a lot better with concealer

star' style

Shop diva

She rules the screen, on stage she's queen; now listen in on how Pops Fernandez reigns in the shopping scene

Photo courtesy of **PIPAY**
Dress from **PIPAY**
Flower photograph **TOM EPPERSON**

What are your favorite shops?
Pipay because it's the best; Topshop because I think it's a fun shop; Rustan's because it's complete, they have a little bit of everything from furniture to clothes, to beauty products.

What is it about Shangri-La Plaza that you like?
Of course because my shop, Pipay is there. I like shopping in Shangri-La Plaza is really a complete mall.

How often do you shop?
Not that often, I actually shop more when I'm out of the country because it's a different place, you get more hyped up. Plus when I'm here I'm always working, when I'm abroad it's basically vacation.

Shop in style or shop in comfort?
I have to be comfortable.

What's your shop gear?
Jeans, T-shirt, and rubber shoes

Shop alone, with a friend, or family?
I like to shop alone because I want to go through every store I like before I decide on what to buy and then go back for it. But I don't list it down on a piece of paper, I just take mental notes. I'm very good at it. But when I'm rushing, 30 minutes tops, I buy the first thing I see.

Shop to release or shop to reward?
Shop to release...stress.

Great pair of jeans or a dressy top?
Great pair of jeans. My favorite: My really old pair of low rise bootleg Gap jeans because it makes me feel like my legs look longer.

The little black dress or flamboyant hot pink gown?
The little black dress...it's the safest.

Bag lady or woman who lives in her shoes?
Shoes! I have lots of shoes, and I also have a lot of bags, but shoes are just easier to change than your bag.

Go for the bling or go for the traditional?
I would have to go for the traditional. I mean I'm not afraid of trying things if it's for a show, but if I'm buying personal items I tend to go for traditional pieces.

Function before fashion or fashion before function?
Fashion before function!

The first beauty product you grab in the morning?
Nude lipstick or gloss

The last beauty product you use at night?
Night time moisturizer

What's your favorite beauty product?
As of the moment I would have to say Shu Uemura Cleansing Oil.

All time beauty must-have?
Moisturizer or sun block.

Shang High

Drawing a new dimension to the Makati skyline, **The Shang Grand Tower** is the most luxuriously elegant residential address of tomorrow yet maintaining its tradition of excellence Shangri-La Hotels and Resorts have been known for. This 46-storey plush condominium with exceptional facilities and remarkable services will soon be available to residents. Model units are available for viewing at The Shang Grand Tower sales office at 4th Avenue corner Rizal Avenue, Bonifacio Global City.

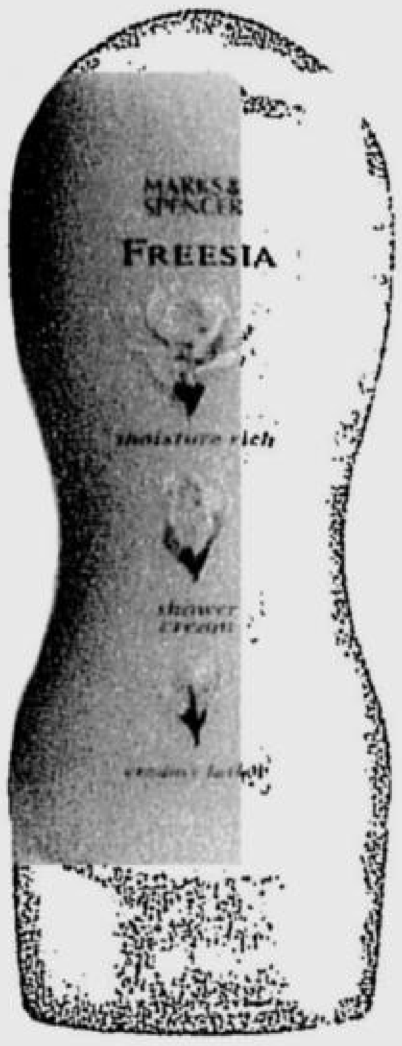
Photography **RICHARD PEREZ**. Hair and Makeup **JUAN SARTE III**. All clothes from **PIPAY**. **POPS FERNANDEZ** shot on location at **The Shang Grand Tower** sales office.

beauty counter

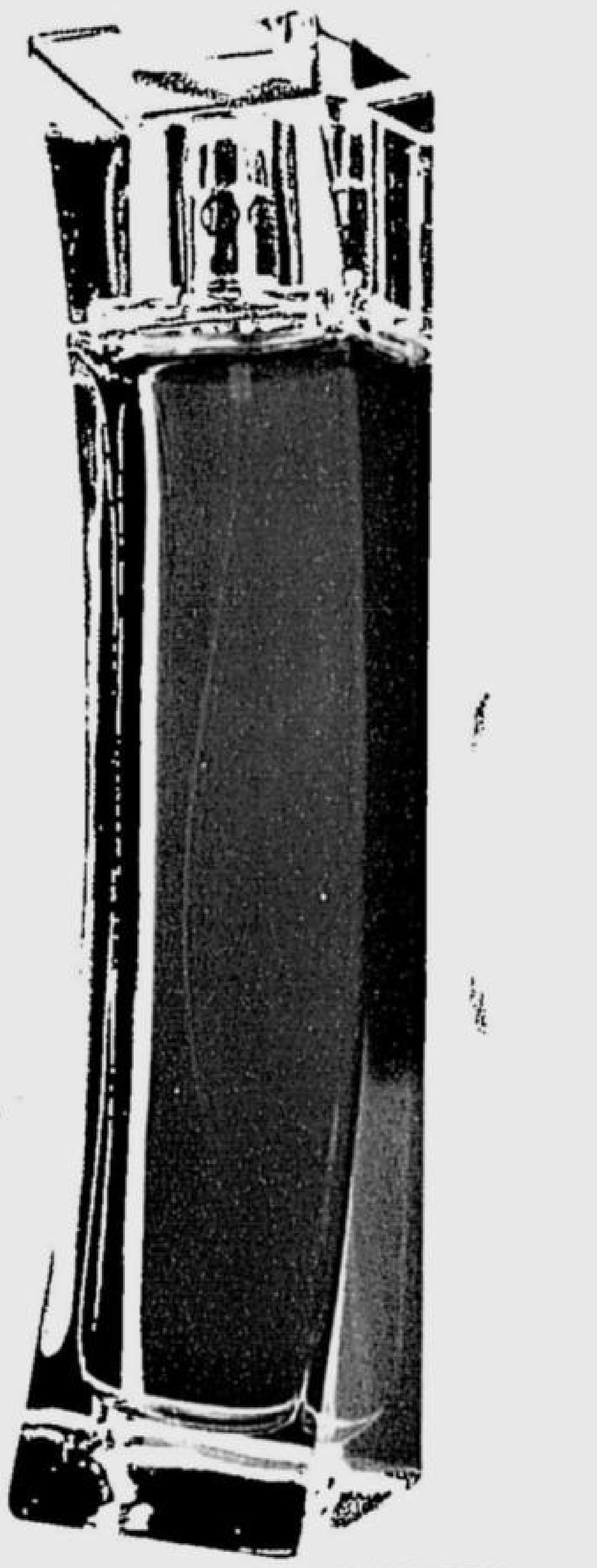
Plum

Treat yourself like a queen and indulge in this season's luxurious color of royalty. From your crowning glory, body treats to beauty tools, give yourself a much needed royal treatment.

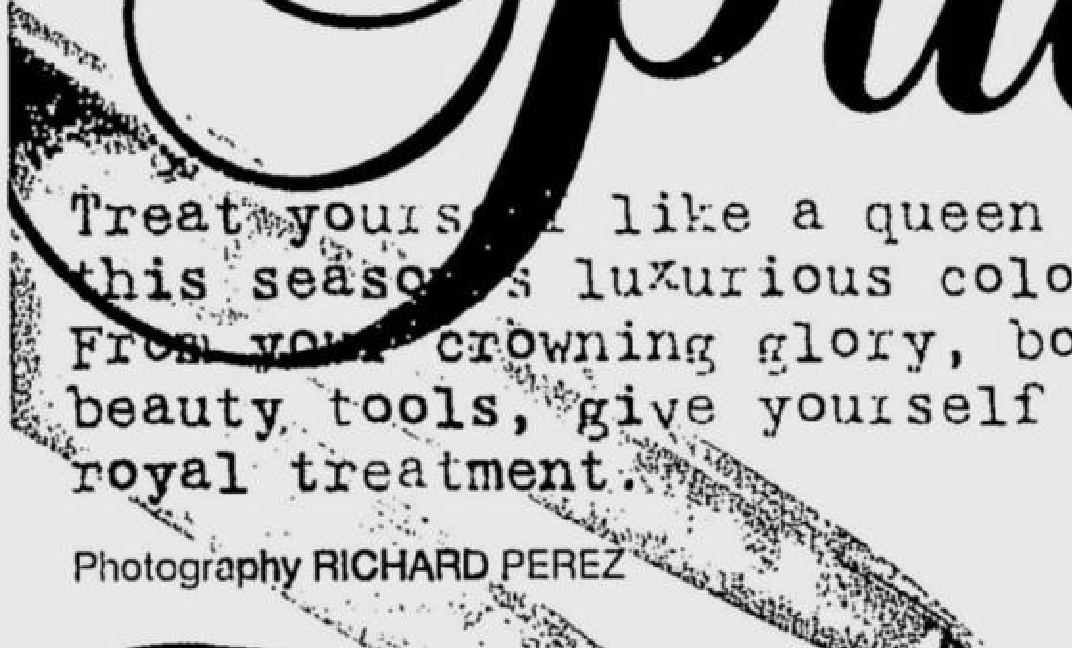
Photography **RICHARD PEREZ**



MARKS & SPENCER FREESIA SHOWER CREAM, P250

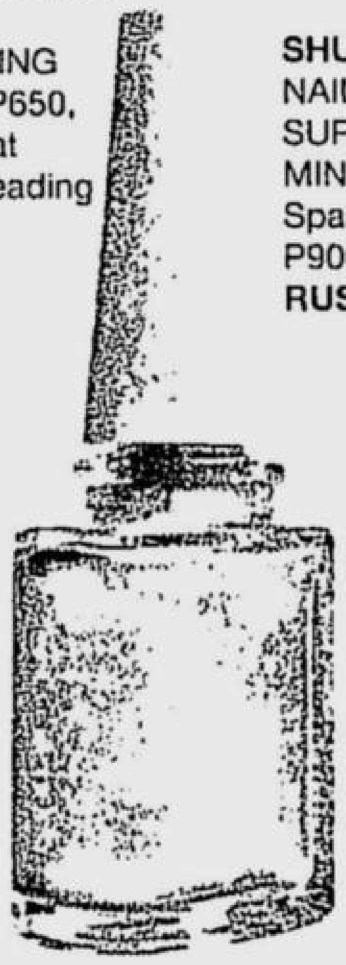


ELIZABETH ARDEN PROVOCATIVE WOMAN EAU DE PARFUM, 50 ml., P2,750, **RUSTAN'S**



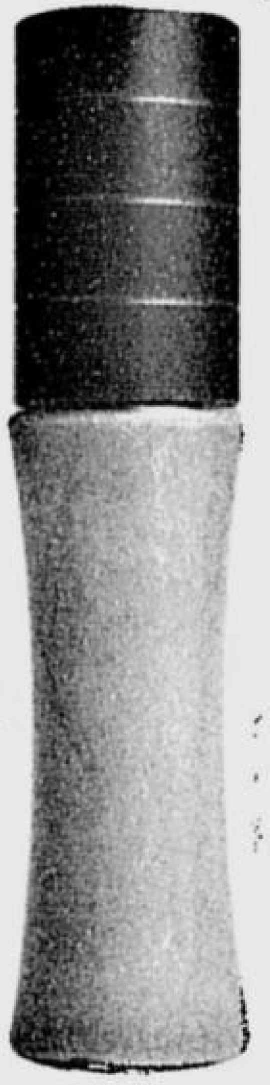
TWEEZERMAN SPA SLANT TWEEZER, P1,150, **BEAUTY BAR**

L'OREAL PROFESSIONAL SHINE PERFECTING SERUM, P650, available at Manila's leading salons



SHU UEMURA NAIL ENAMEL SUPPLEMENT MINERAL in Space Purple, P900, **RUSTAN'S**

SMASHBOX COSMETICS SPECIAL EFFECTS EYE SHADOW in Smashing Shock, P950, **BEAUTY BAR**



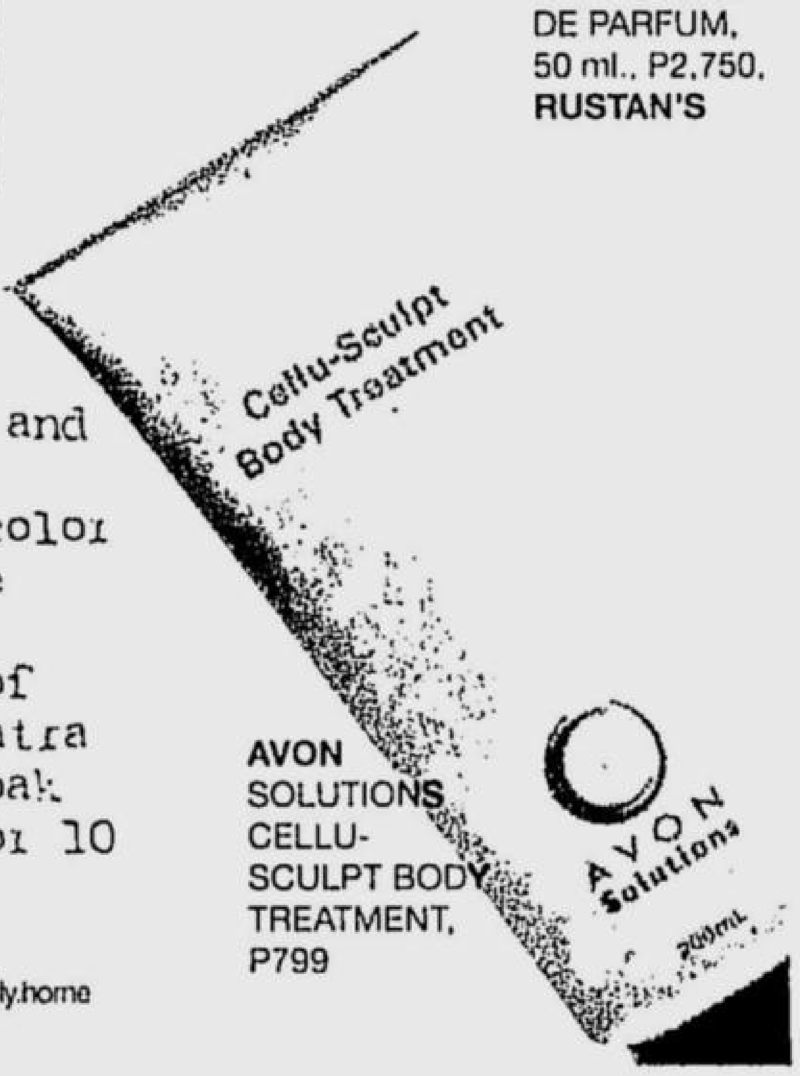
PRESCRIPTIVES MOONBEAM REFLECTIVE GLOSS, P1,000, **RUSTAN'S**

Jordi Labanda makeup kit, P699, **FULLY BOOKED**

tidBiTS

1. Purple is associated with royalty, opulence, and wealth.
2. People who like the color purple are thought to be creative and generous.
3. To obtain one ounce of tyrian purple dye Cleopatra asked her servants to soak 20,000 purpura snails for 10 days.

Source. www.fastmonster.com and http// opossumsally.homestead.com



AVON SOLUTIONS CELLU-SCULPT BODY TREATMENT, P799

directory

AUTOHAUS BMW 183 E Rodriguez Jr. Ave., Libis, Quezon City 638-0734-43. **AVON** Glorietta 1 Ayala Center, 2nd level Bldg. B SM Mega Mall. **BEAUTY BAR** Glorietta 2 Ayala Center, 2nd level Shangri-La Plaza. **DKNY** Powerplant Mall Rockwell, 2nd level Shangri-La Plaza. **ESCADA SPORT** Glorietta 4 Ayala Center, 3rd level Shangri-La Plaza. **ESSENSES** Rustan's Alabang Town Center, Rustan's Makati, Robinson's Place Manila. **FULLY BOOKED** Powerplant Mall Rockwell. **GUESS?** Glorietta 2 Ayala Center, 3rd level Shangri-La Plaza. **HOUSE OF LAUREL** 6013 Villena St., Brgy. Poblacion, Makati. **KLEID** 340 Lirio St., Palm Village, Makati 895-4133. **LUSH** Glorietta 4 Ayala Center, Shangri-La Plaza. **MARKS & SPENCER** Glorietta 4 Ayala Center, Shangri-La Plaza. **PCX** 2nd level Powerplant Mall Rockwell, 3rd level Shangri-La Plaza. **PIPAY** The 5th Shangri-La Plaza. **PRETTY FIT** Glorietta 3 Ayala Center. **RUSTAN'S** Alabang Town Center, Ayala Center, Shangri-La Plaza. **SHISEIDO** 2nd floor Glorietta 3 Ayala Center, 2nd level Shangri-La Plaza. **THE BODY SHOP** Glorietta 2 Ayala Center, 2nd floor Greenbelt 4 Ayala Center. **WATSON'S** SM Department Store Makati, Bldg. A SM Mega Mall.

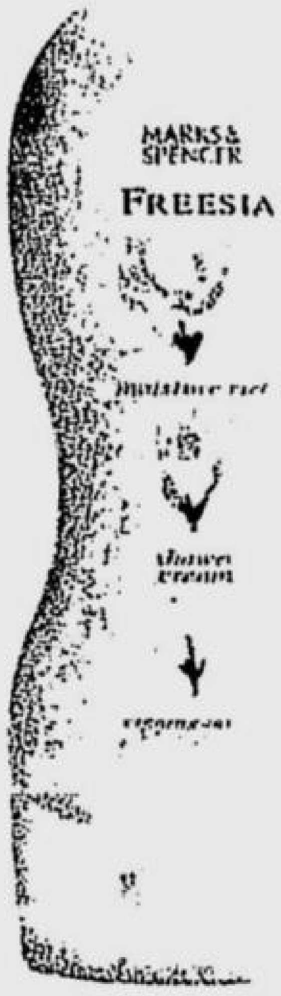
ADMATE 753-1698. **BENJIE ANGELES** 0922-8071505. **TOM EPPERSON** 890-3621. **RICHARD PEREZ** 0917-5219887.

beauty counter

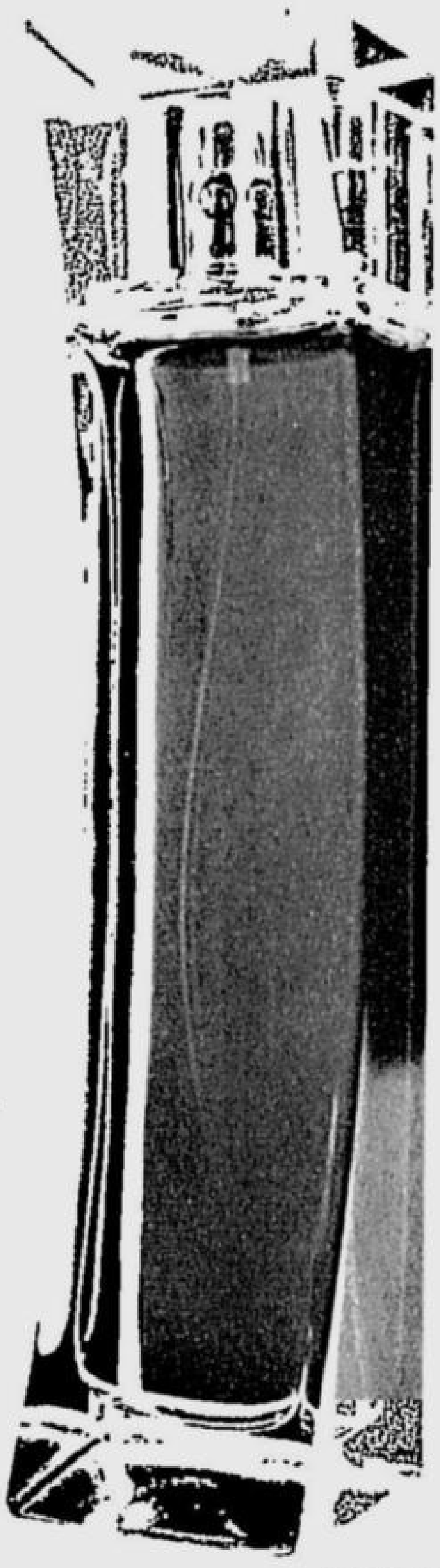
Plum

Treat yourself like a queen and indulge in this season's luxurious color of royalty. From your crowning glory, body treats to beauty tools, give yourself a much needed royal treatment.

Photography **RICHARD PEREZ**



MARKS & SPENCER
FREESIA SHOWER CREAM, P250



ELIZABETH ARDEN
PROVOCATIVE WOMAN EAU DE PARFUM, 50 ml P2,750, **RUSTAN'S**

TWEEZERMAN
SPA SLANT TWEEZER P1,150, **BEAUTY BAR**

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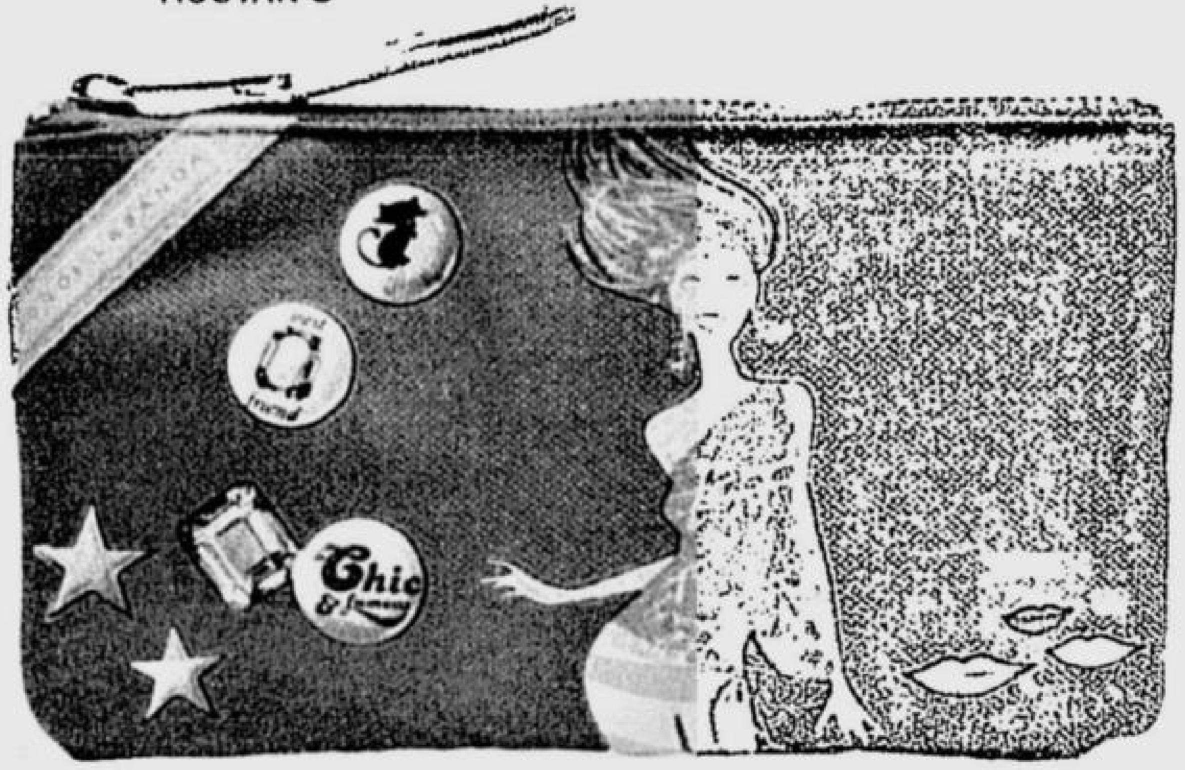
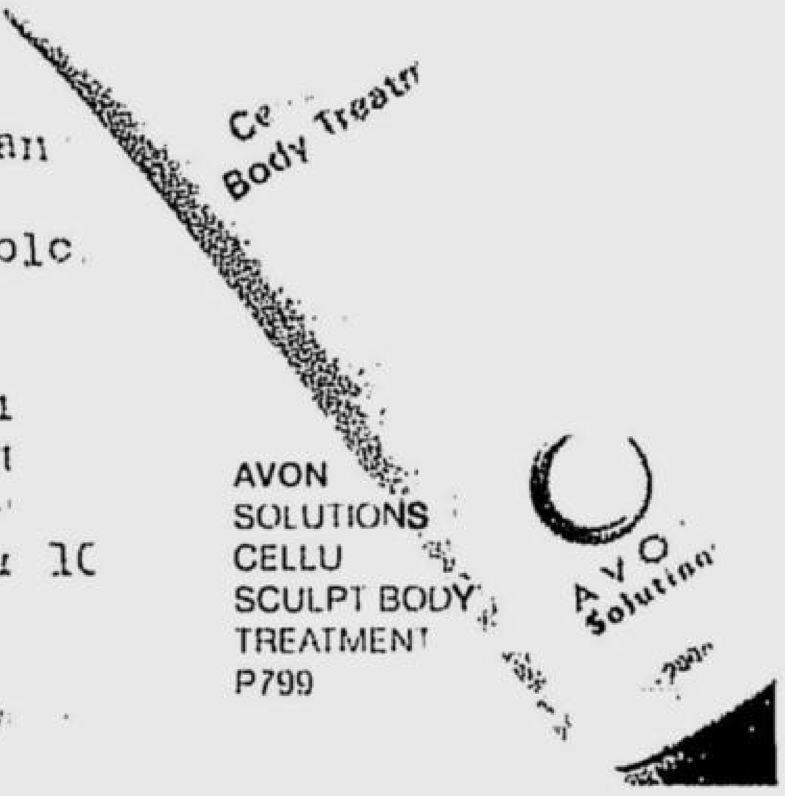


Jordi Labanda makeup kit, P699 **FULLY BOOKED**

tidbiTS

1. Purple is associated with royalty, opulence and wealth.
People [illegible] li[illegible] [illegible] olo[illegible] purple [illegible] thought [illegible] are [illegible] [illegible] obtain one ounce of Tyrian purple dye [illegible] 20,000 [illegible] snails for 10 day

Source www.fastmonster[illegible] and http://opossumsally[illegible] stead.c[illegible]



AVON
SOLUTIONS CELLU SCULPT BODY TREATMENT P799

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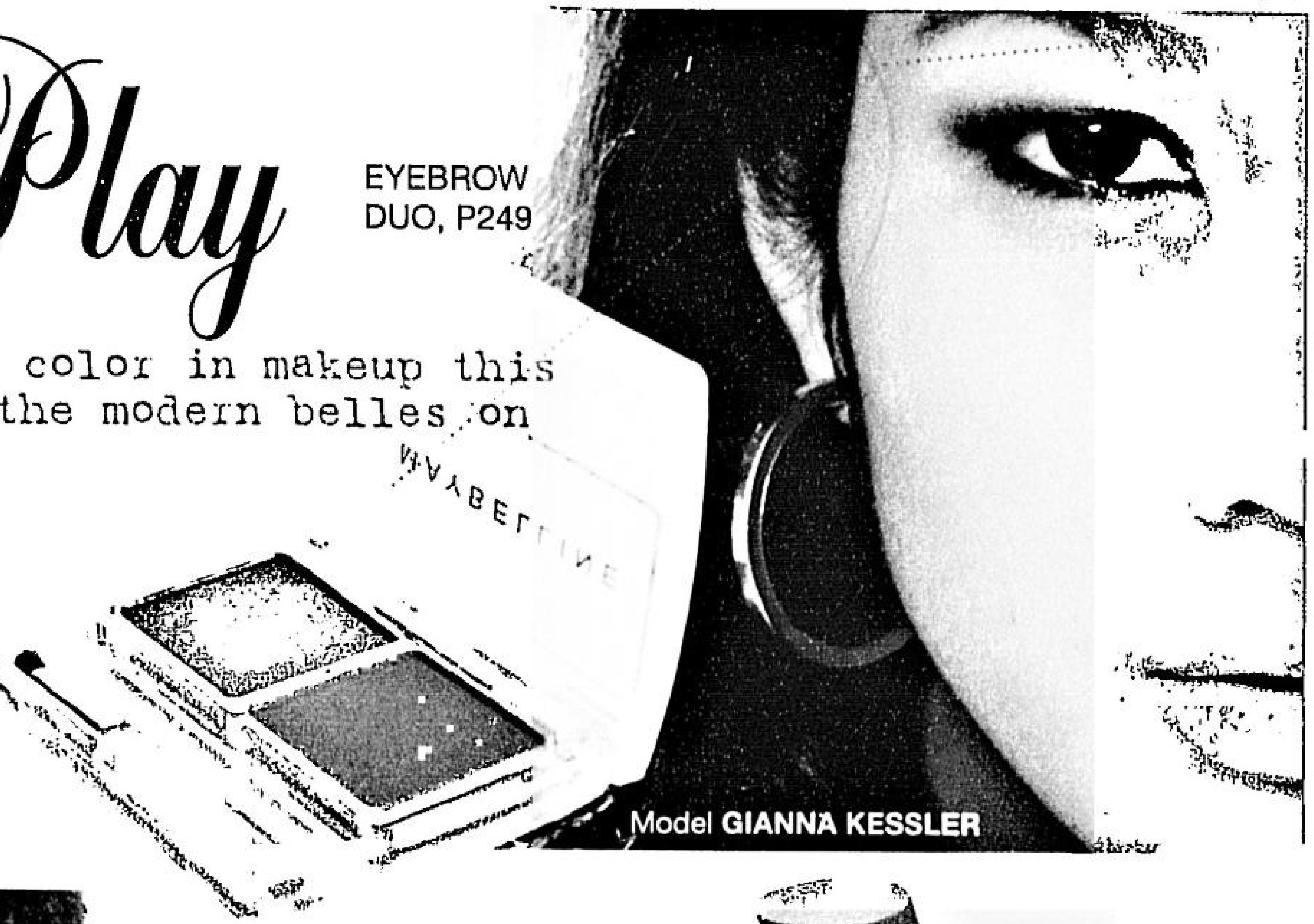
ADMATE 753-1698 **BENJIE ANGELES** 0922-8071505, **TOM EPPERSON** 890-3621 **RICHARD PEREZ** 0917-5219887

Blues Play

Get in tune with the hottest color in makeup this season, and take a cue from the modern belles on how to play with it.

MoDeRN RebEL

Face: Clear Smooth gel Foundation in #14 Sand
Clear Smooth Gel Foundation in #12
Eyes: Great Line Eyeliner in Onyx Color Contrast in
Lovely Lilac Roller Color in Topaz Blue Eyebrows:
Eyebrow Duo
Cheeks: Roller Color in Stardust (used as blush)
Lips: Watershine 3D Glitters in Purple Star



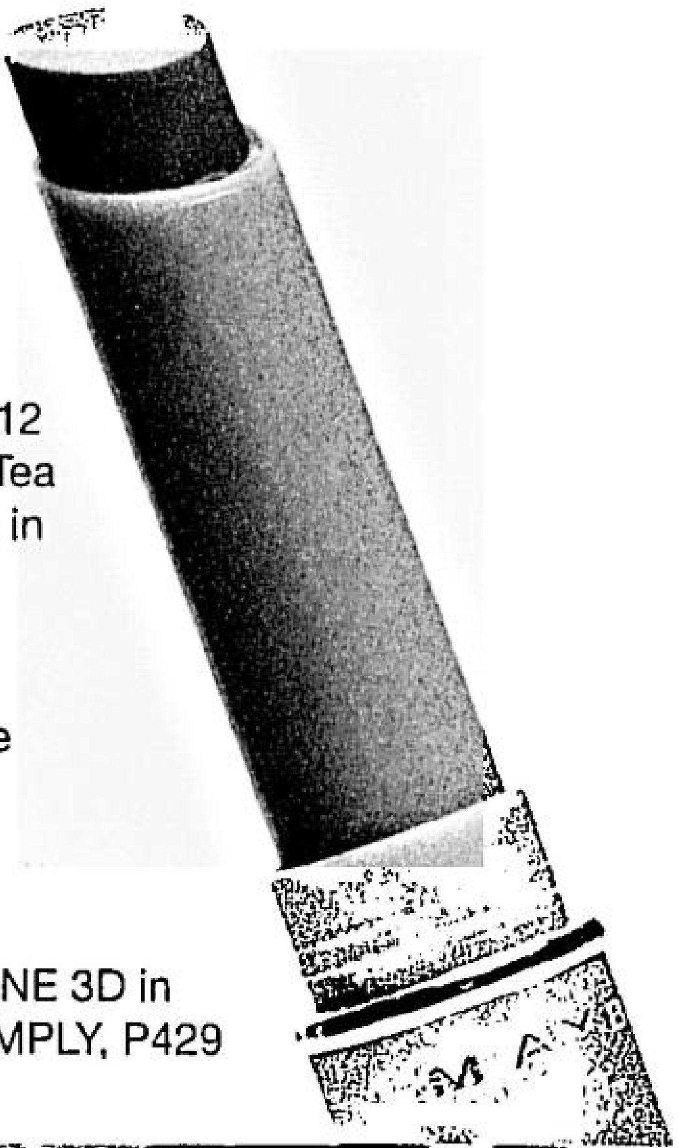
EYEBROW DUO, P249

Model **GIANNA KESSLER**

Model **ISABEL ESTRELLA**

MoDeRN rOmAnTiC

Face: Clear Smooth Gel Foundation in #12
Eyes: Roller Color in Blue Topaz, Green Tea
and Star Dust Sky High Curves Mascara in
Very Black
Cheeks: Pure Blush with Mirror in Pearly
Rose, Roller Color in Star Dust
Lips: Watershine 3D in Rose Champagne

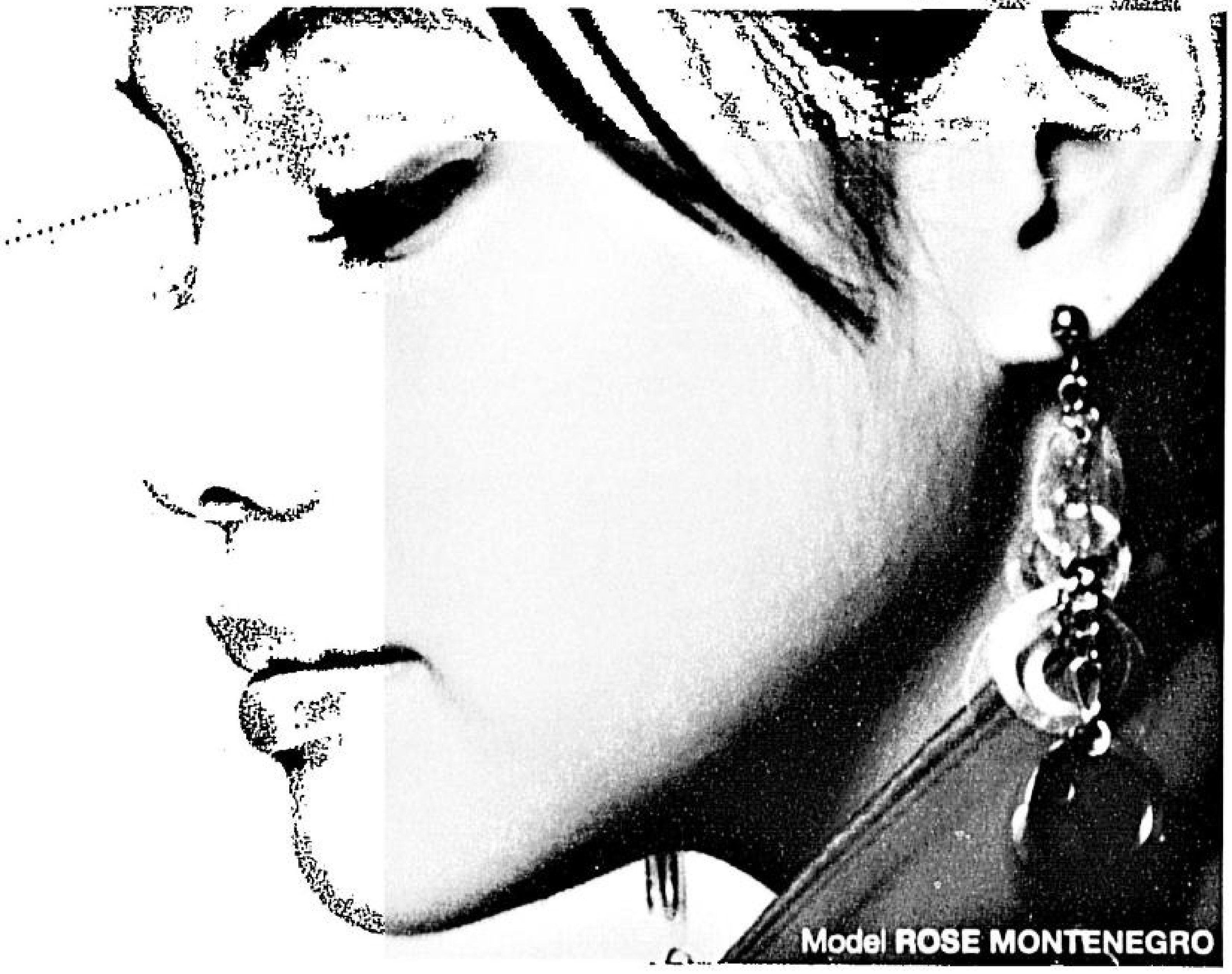


WATER SHINE 3D in JELLY PLUMPLY, P429

MoDeRN ciTy sLiCKeR

Face: Clear Smooth Gel Foundation #14
Sand
Eyes: Liquid Stay Eyeliner, Topaz Blue
Roller Color used as base
Eyebrows: Eyebrow Duo
Cheeks: Pure Blush in Pure Apricot
Lips: Watershine 3D Glitters in Rose
Champagne

ROLLER COLOR LOOSE POWDER EYE SHADOW in Topaz Blue, P369



Model **ROSE MONTENEGRO**

Photography **VICTOR CONSUNJI**. Styling **CELINE LOPEZ** for Maybelline. Hair and Makeup **DENISE GO**. Special thanks to **CELINE GABRIEL**
Product photography **RICHARD PEREZ**

*Available at **WATSON'S**

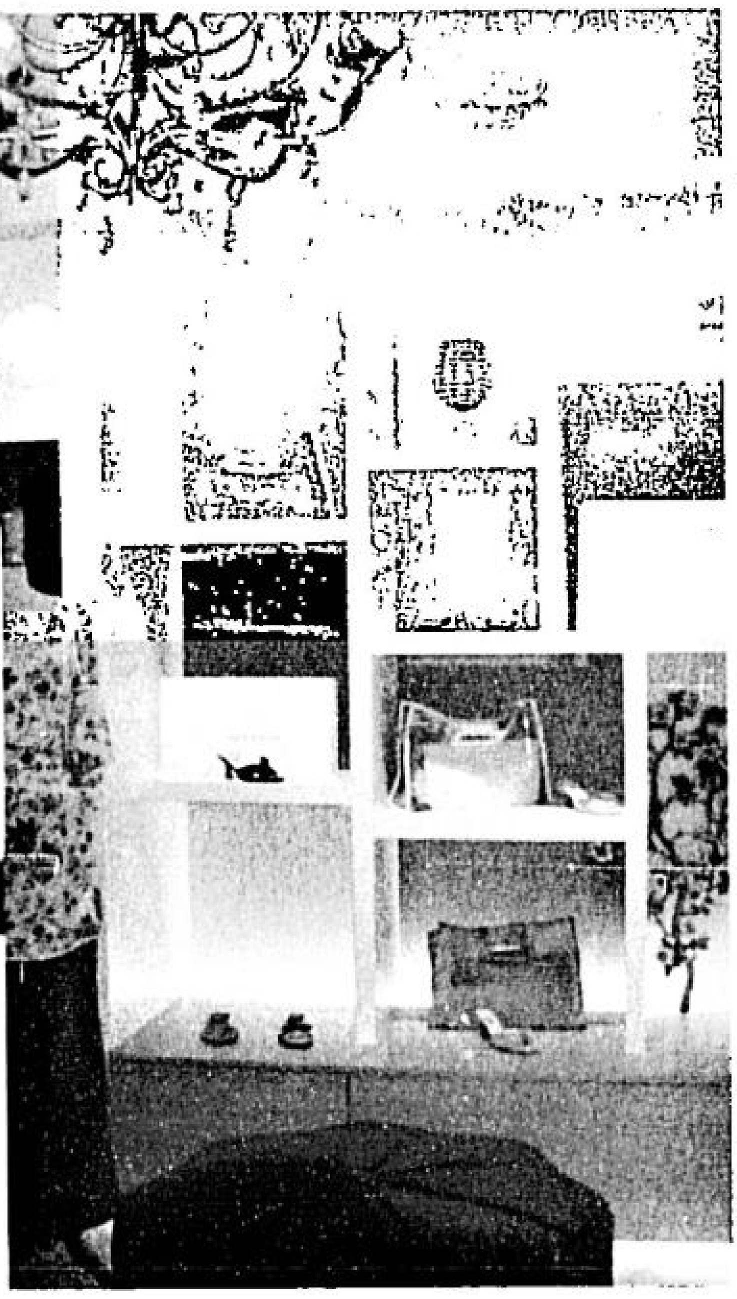
hot list

pReTTy fIt

As if to celebrate the new season of *Sex and The City*, **Pretty Fit** opens shop at Glorietta 3 with shoes sure to give Manolo Blahnik a run for his money. We have owners Jennie Chua and Linda Tan to thank (and possibly to blame for filling our already overflowing shoe closets!) for bringing this Singaporean brand to our shores. With sexy, trendy, and whimsical designs these will surely be a must-see on everyone's heel. Being shoe crazy ala Carrie has never been this fun.

kLeid

KLEID successfully brings old world custom made dressmaking to a surprisingly young clientele. Proprietor Joel Ong commissioned designer Len Enriquez to create anything from couture, replicate a dress, wedding gowns, to making your own designs come to life. The atmosphere where fittings are done are trés chic! Butter colored walls, sheer white curtains, and vintage reupholstered furniture make every visit a delightful one. Kleid is located at 340 Lirio St., Palm Village, Makati 895-4133.

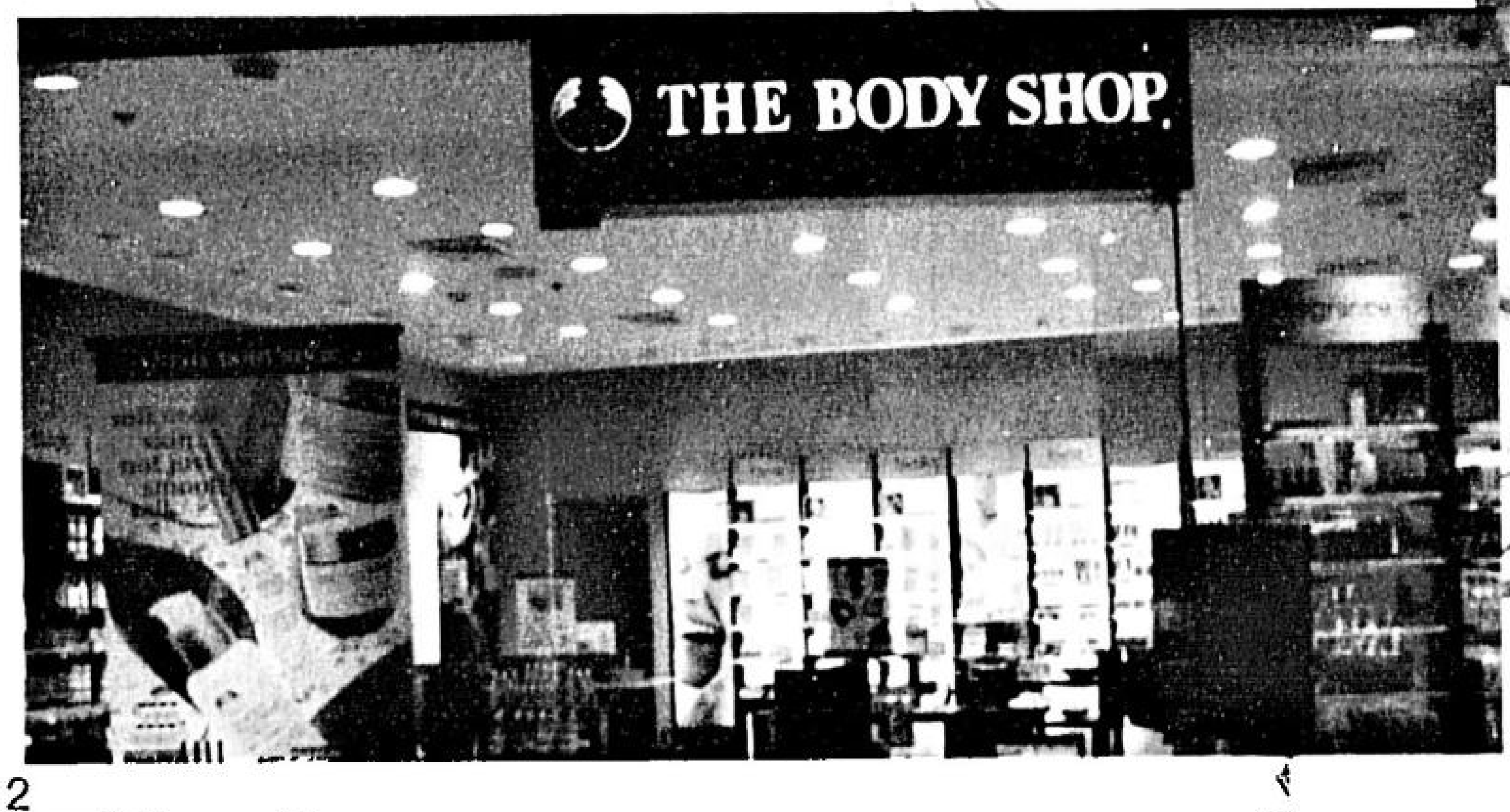


CuLTE fEmMe

Commitment to long standing fashion houses is once again tested as Hindy Weber-Tantoco takes you on a pilgrimage to her new temple of style. Conversion into a **Culte Femme** devotee is inevitable as your monthly shopping rituals. The high gloss interior and chandelier focal point compliment its feminine yet very chic and cosmopolitan clothes. The opening of this second branch in Shangri-La Plaza is sure to gain a stronger following of style addicted females.

tHe bOdy sHop

Even if the **THE BODY SHOP** already has several stores throughout the country, its newly opened branch at Greenbelt 4 is a welcome treat, featuring the latest store design patterned after the flagship in Kensington Park, United Kingdom. The minimalist architecture brings out the different colors of products splashed across the shelved walls. Indulge in the brand's complete line of skin, hair care, and makeup as Sales Advisors present you with personal assessments and makeover sessions daily.



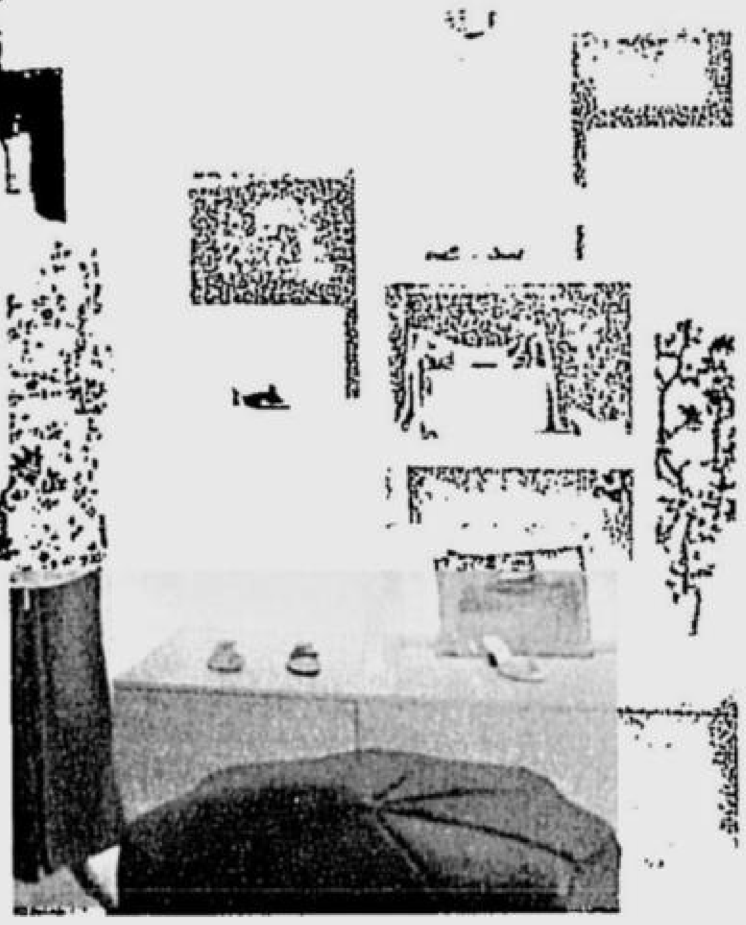
HoUsE of laurel

An oasis from the unsightly chaos of Makati, Rajo and [illegible] Venise, Gela and Sam opened this beautiful minimalist [illegible] of well edited and coolly modern couture clothes. Treat yourself to a selection of accessories by Happy David, Jeni Tagao & Anna Lloren, or to the most coveted bags of [illegible] Valdes. With trench coats made of materials sourced from vintage boutiques abroad or even oil paintings by artists Popo San Pascual and Reb Belleza, the **House of Laurel** is a haven for fashionistas who want to shop comfortably lounged with a fruit juice in hand. House of Laurel is located at 6013 Villena St., Brgy. Poblacion, Makati.

hot list

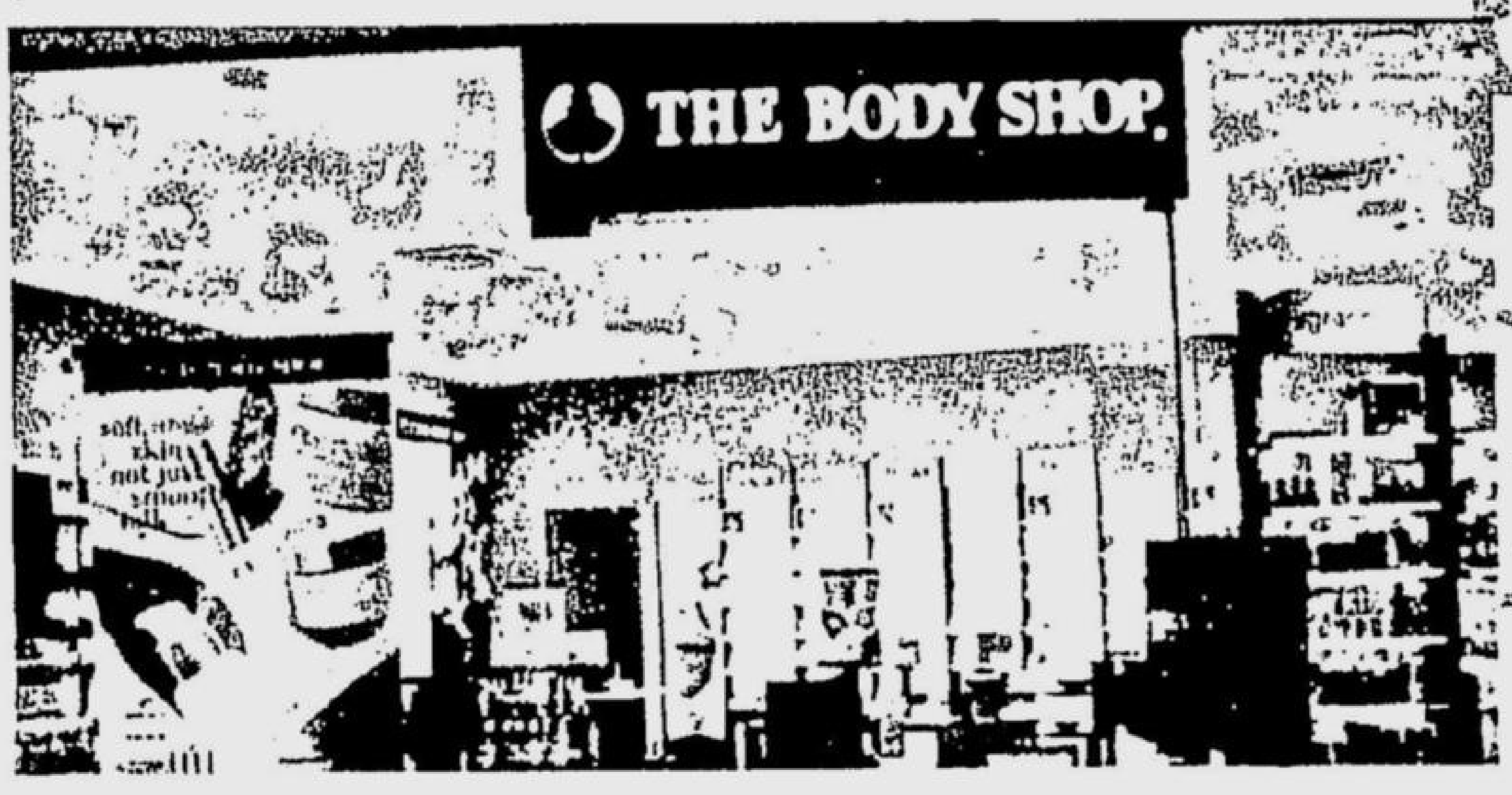
As if to celebrate the new season of *Sex and The City*, **Pretty Fit** opens shop at Glorietta 3 with shoes sure to give Manolo Blahnik a run for his money. We have owners Jennie Chua and Linda Tan to thank (and possibly to blame for filling our already overflowing shoe closets!) for bringing this Singaporean brand to our shores. With sexy, trendy, and whimsical designs these will surely be a must-see on everyone's heel. Being shoe crazy ala Carrie has never been this fun.

KLEID successfully brings old world custom made dressmaking to a surprisingly young clientele. Proprietor Joel Ong commissioned designer Le Enriquez to create anything from couture, replicate a dress, wedding gowns, to making your own designs come to life. The atmosphere where fittings are done are tres chic! Butter colored walls, sheer white curtains, and vintage reupholstered furniture make every visit a delightful one. Kleid is located at 340 Lirio St., Palm Village, Makati 895-4133.



Commitment to long standing fashion houses is once again tested as Hindy Weber-Tantoco takes you on a pilgrimage to her new temple of style. Conversion into a **Culte Femme** devotee is inevitable as your monthly shopping rituals. The high gloss interior and chandelier focal point compliment its feminine yet very chic and cosmopolitan clothes. The opening of this second branch in Shangri-La Plaza is sure to gain a stronger following of style addicted females.

Even if the **THE BODY SHOP** already has several stores throughout the country, its newly opened branch at Greenbelt 4 is a welcome treat, featuring the latest store design patterned after the flagship in Kensington Park, United Kingdom. The minimalist architecture brings out the different colors of products splashed across the shelved walls. Indulge in the brand's complete line of skin, hair care, and makeup as Sales Advisors present you with personal assessments and makeover sessions daily.



An oasis from the unsightly chaos of Makati, Rajo and sisters Venise, Gela and Sam opened this beautiful minimalist space of well edited and coolly modern couture clothes. Treat yourself to a selection of accessories by Happy David, Jeni Tagao & Anna Lloren, or to the most coveted bags of Bea Valdes. With trench coats made of materials sourced form vintage boutiques abroad or even oil paintings by artists Popo San Pascual and Rob Belleza, the **House of Laurel** is a haven for fashionistas who want to shop comfortably lounged with a fruit juice in hand. House of Laurel is located at 6013 Villena St., Brgy. Poblacion, Makati.

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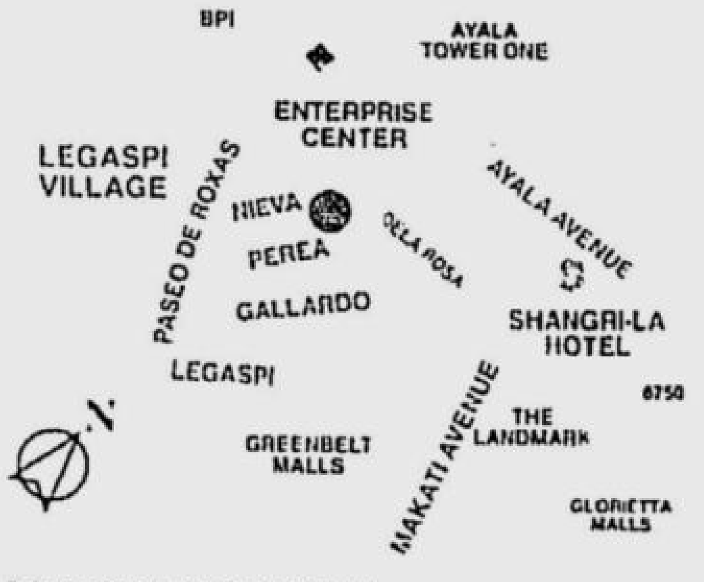
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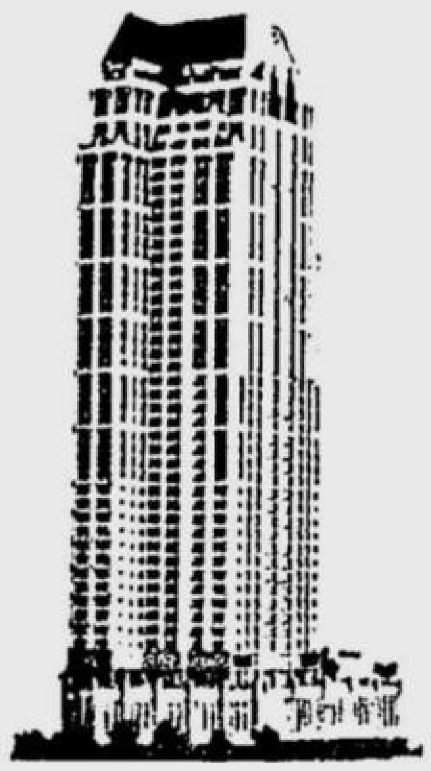

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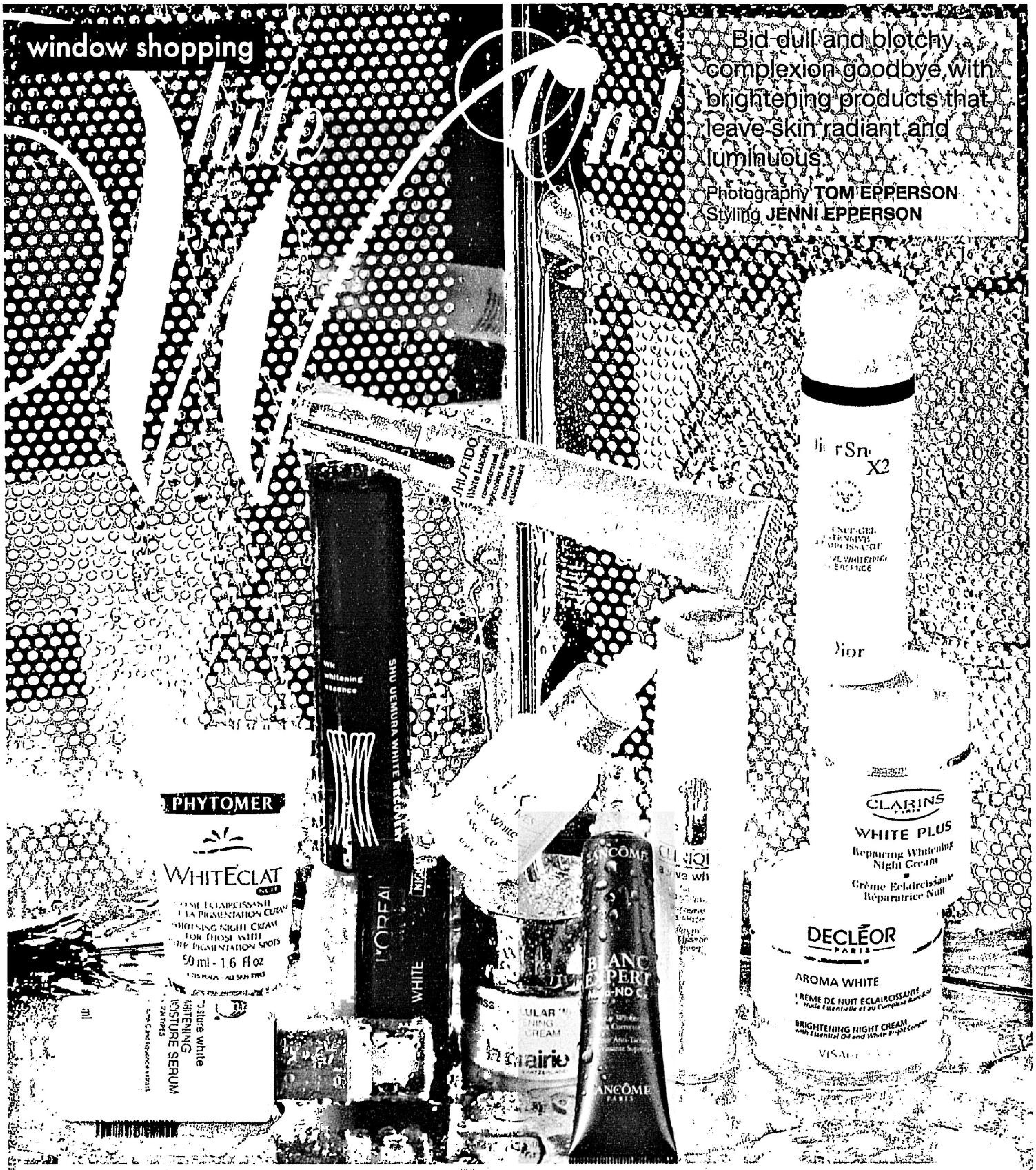
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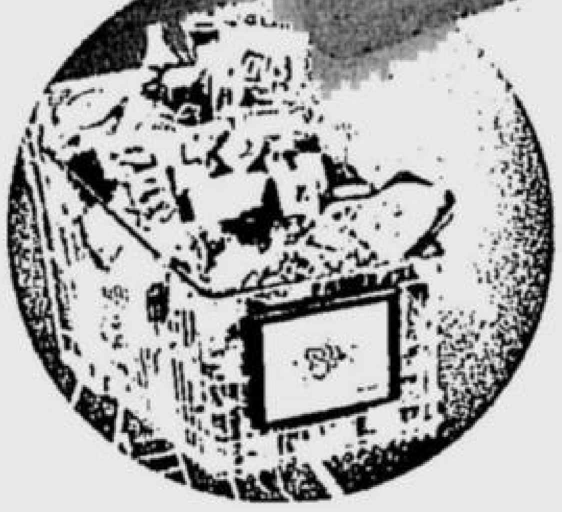

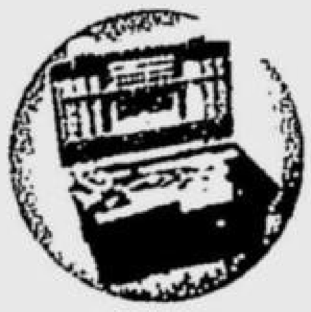

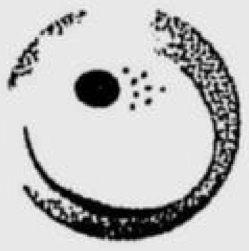

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